

The Impact of Corporate Philanthropy, Social Responsibility, Sustainability and Marketing on Brand Cohesion and Brand Effectiveness

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Abstract: Companies need to continuously track market change data and update their products and services to remain competitive. In addition, the company's sustainability and social responsibility will also affect its reputation. Companies need to comprehensively improve their overall strength in the three areas of public welfare, social responsibility and sustainable development, and then establish the brand's attractiveness and influence. This paper analyzes the success and publicity of companies in the three areas of public welfare, social responsibility and sustainable development through literature reviews and theoretical analysis, and discusses the help and significance of marketing publicity for the development of enterprises. The research shows that marketing and publicity that focuses on brand benefits can achieve long-term benefits for products and brands and help companies establish long-term relationships with consumers. In addition, establishing close partnerships with different companies, organizations and communities can also achieve sustainable development of the enterprise and improve brand awareness and competitiveness.

Keywords: Brand benefits, brand awareness, marketing and publicity, social responsibility, sustainable development.

1. Introduction

There are many reasons for the success of a company, and building a great brand and maintaining it effectively over the long term is one of the ways to achieve success. Improving the recognizability of a company requires the company to have a unique logo or symbol that embodies the core values of the brand, and to establish, enhance and maintain brand image awareness in corporate content, so as to ensure that the visual elements of the brand are consistent in all situations, and to subtly enhance the market influence of the brand and expand the benefits of the brand. The cohesiveness of a brand can bring together different stakeholders under the same goal of improving the effectiveness of the brand, thereby increasing the consensus within the group and the visibility outside the group. Brand effectiveness refers to the economic and social value that a brand brings to a company, including the comprehensive value of the brand and the impact on the actual benefits of the company's interests. Brand effectiveness is also the ratio of brand output to input, which can rapidly increase a company's intangible assets. The main way for a brand to be widely recognized is

through the choice of publicity and promotion methods. The customer value created by product promotion and product shaping also requires long-term maintenance and investment [1].

Brand equity is generated during the promotion of the product, and both the operator's own publicity and the recognition of the brand by other consumers will increase brand equity. Brand equity and brand awareness are among the factors that influence consumers' purchase decisions. Since the possibility that customers will not buy a product after trying it still exists, if the brand is well-known, even if consumers have no previous experience with it, they will still make a purchase because of the brand value [2].

In addition, the value of the brand needs to be returned to the customer value. Consumers realize that the goods they buy are worth the price through their feelings during use, which in turn leads to more positive evaluations of the product and maximizes the brand's effectiveness.

Moreover, the main way for a brand to be widely recognized is through the choice of promotional methods. Achievements and related publicity in terms of philanthropy, social responsibility and sustainable development are also important factors in building a successful brand.

2. Ways to enhance Brand cohesion and brand benefits

2.1. Public welfare programs

Public welfare projects are one of the ways in which enterprises fulfil their social responsibilities, and they are also one of the ways in which enterprises can connect with consumers emotionally, which can help enterprises and brands establish a positive image. The success of public welfare projects is inseparable from promotion and publicity. Unlike ordinary commercial publicity, public welfare projects are not directly used to create substantial material benefits. There are five main channels for public welfare project publicity, namely social media publicity, media cooperation, word of mouth, cooperative promotion and offline publicity and activities [3].

Social media platforms such as Weibo, WeChat and Facebook can be used to regularly publish non-profit text, photos or videos using corporate accounts, personal company accounts or accounts outside the company to increase brand exposure. The content can include project progress, beneficiary stories, volunteer activities, etc. Secondly, cooperation with the media is also a very effective way of publicity. Using the media's own influence to increase exposure and avoid the possibility of large-scale commercial investment in advance can achieve cooperation and commonality in social relations and increase the popularity of the project and the company. In addition, the project can be promoted through word-of-mouth communication by beneficiaries, for example by inviting beneficiaries to share their stories, so that the public can understand the impact and value of the project. After the company's offline activity needs have been approved, it can post posters, billboards, and place brochures in public places, hold charity sales, volunteer recruitment, public welfare performances, seminars, etc., so that more people have the opportunity to increase social relationships, create participatory experiences, and bring offline exposure. At the same time, companies can cooperate with community organizations, project-related enterprises, schools, and other authoritative institutions to jointly promote the project [4].

2.2. Social responsibility

Enterprises need to cultivate a sense of social responsibility in many ways. A sense of social responsibility is one of the key factors for the success of enterprises' global operations. Establishing a sense of corporate social responsibility can improve the relationship between enterprises, governments, and society, enhance public image, and at the same time increase stock prices, thereby benefiting employees, shareholders, customers, etc.[5].

Mercedes-Benz was the first company to make a three-way catalytic system standard equipment on European models. The company actively promotes the development of environmentally friendly automotive technologies, often using new materials and processes to minimize the environmental impact of automobiles while also striving to reduce damage to the human living environment.

In addition, Apple has committed to achieving carbon neutrality across the entire life cycle of its products by 2030, and has developed strategies to promote supply chain partners to achieve this goal together. Currently, 213 manufacturing partners around the world have committed to using 100% renewable energy to produce Apple products. In addition, Apple has also cooperated with the China Environmental Protection Foundation (CEPF) to carry out a series of ecological conservation projects involving the restoration of forests, wetlands and grasslands. Apple has a long-term commitment to promoting coding and digital creativity education, helping students and teachers improve their innovative and technical skills. In China, the “Coding in the Classroom” program provides coding courses and training to millions of students. At the same time, Apple has also partnered with the China Foundation for Poverty Alleviation (CFPA) to establish “Apple Digital Creativity Classrooms” in poverty-stricken areas, providing local students and teachers with iPads, Macs and other equipment and software support, as well as professional guidance and training [6].

For small and medium-sized enterprises with limited social resources that can be mobilized and used, decisions can be made based on specific circumstances, combined with broader environmental goals and current social evaluations. There are four key aspects to fulfilling corporate social responsibility, namely environmental protection, employee welfare, public welfare and integrity.

First, as environmental pollution intensifies, public concern for environmental protection is increasing. Small and medium-sized enterprises should take environmental protection measures to reduce waste emissions and improve resource utilization in order to win public trust. Employees are an important resource for enterprises. Paying attention to employee welfare can improve employee enthusiasm and reduce staff turnover, thereby ensuring the long-term development of the enterprise. In addition, public welfare is a measure that helps enhance the social image of the enterprise. Enterprises can win public favor while demonstrating a sense of social responsibility by making charitable donations and supporting education and poverty alleviation activities. Finally, integrity is the foundation of trust for enterprises. SMEs need to establish and improve an integrity system, ensure product quality, service levels, financial transparency, comply with relevant laws and regulations, and enhance corporate reputation [7].

2.3. Sustainability of enterprises

The sustainability of a company reflects its ability to mobilize resources, its overall strength, and its accumulation of good industry and experience. The social responsibility and social connections that a company demonstrates to society are also important components of its sustainability. By constructing quantitative indicators of corporate sustainability (CSD), it is possible to assist in constructing a model of corporate social responsibility and sustainability, and to derive the relationship and strength of their impact [8]. By complying with business laws, paying taxes according to the law, and fulfilling various legally prescribed responsibilities and obligations, a company can be protected from government intervention and punishment. Improvements in the working environment can reflect a “people-oriented” approach, which can increase employee loyalty and initiative, thereby positively improving productivity. In addition, providing investors with a higher return on their profits can protect their interests in the company and help increase opportunities for cooperation and sources of funding. If a company has violations or illegal acts, it will seriously damage the company's image, directly affect business performance, and hinder the company's sustainable development.

Only by ensuring that the foundation of the business model can be sustained and the quality of the products can be maintained, will there be an opportunity to more frequently meet the expectations of society, thereby achieving sustainable development of the company.

3. The effect and effectiveness of an enterprise's market promotion

3.1. The importance of marketing for the development of enterprises

3.1.1. Enhance market competitiveness

Marketing is one of the ways for a company to improve its competitiveness in the market. Effective market research helps a company assess the market environment, competitive situation and target customer groups, so that it can better identify and meet customer needs. With real-time market information, a company can optimize its product strategy and market positioning, quickly grasp market changes and expand its competitive advantage. In addition, since one of the core objectives of marketing is to attract new customers and retain existing customers, effective marketing strategies can attract potential customers and increase customer loyalty. Targeted customers can be segmented to meet their needs, so that personalized product promotion can be carried out. Therefore, brand promotion, advertising and sales promotion based on effective market information and customer needs can enhance the company's visibility and reputation [9].

3.1.2. Increase sales and profits

The ultimate goal of marketing is to increase sales and profits. Companies can increase product sales and revenues through precise promotional and marketing strategies. In addition, by optimizing pricing strategies and sales channels, companies can effectively increase product profitability. Through market analysis and rational pricing strategies, companies can ensure that pricing can cover costs, but also fully consider market demand and competitive factors, so as to achieve higher profits.

3.1.3. Promoting innovation and sustainable development

In the marketing process, enterprises need to continuously track market dynamics and changes in customer needs. This market-oriented feedback mechanism helps enterprises to better understand market demand and thus develop more innovative and competitive products and services. Continuous innovation not only enables enterprises to cope with the changing market environment, but also helps them to maintain long-term competitive advantage and promote the sustainable development of enterprises.

At the same time, marketing campaigns are also a precise means and mode of profitability for enterprises based on brand value and recognition, and are widely seen in various industries and in the service sector. Through marketing campaigns companies can communicate the values and promises of the brand, create an image and establish an emotional connection with the target, the customer. The means of marketing are advertising campaigns and social media, which, with their strong recognition, allow for better differentiation from competitors [10].

3.2. Long-term objectives of marketing

Through research and surveys, companies can understand market trends, determine market segmentation and target market positioning, and make investment decisions. It can help companies use limited resources to improve return on investment and efficiency, and help companies make long-term strategic decisions. In addition, through marketing, companies can establish close

cooperative relationships with suppliers, partners and distributors. These stable relationships provide continuous support and resources for the company, while also bringing more business opportunities and opportunities to expand the cooperative network..

4. Discussion

The comprehensive strength of the enterprise is the most direct factor for all means of bringing benefits, differentiated from large-scale similar enterprises, small and medium-sized enterprises can bring some potential returns through their own lesser-known another part of the advantages of small-scale investment, through continuous fit to win and trial and error, to come up with its model of the operation of the law, to develop a long-lasting goal.

SMEs need to first establish a sound enterprise system and culture, ensure basic staff treatment and working environment, comply with business laws, fulfill corporate responsibilities and obligations, pay attention to environmental issues, and actively participate in public welfare, enhance the image of the enterprise, win public favor, and abide by the integrity of the establishment of the integrity system. And find ways to differentiate product characteristics from the original market, realize the importance of marketing and brand uniqueness, promote innovation and promotion as well as branding, and increase sales and profits.

For most companies, in terms of long-term goals, companies need to continuously track market dynamics and collect data, continuously update their products and services, maintain their competitiveness, adapt to the changing market environment, and promote the sustainable development of the enterprise in the basic market. Enhance the sense of social responsibility, establish cooperative relationships with different enterprises and organizations and communities to improve corporate recognition, and after increasing the size of the company, reduce costs through improved production lines and pay attention to the environmental protection system to reach a more durable and sustainable development, and to improve brand recognition and large-scale occupation of the market position.

Marketing resource allocation and investment decisions should be made in advance to understand the market trends, segmentation and positioning of the target market. Enterprises are able to make full use of limited resources to improve the return on investment and efficiency, not only to focus on short-term sales, but also focus on long-term business relationship system. With all kinds of partners and shippers and customers and so on to form a close contact and cooperation, this stable relationship can provide continuous support and resources for the enterprise to establish common development.

Enterprises need to ensure the richness of corporate culture and improve product quality under the premise of improving brand competitiveness. Long-term maintenance of product publicity and product shaping customer value, maintain brand awareness of the long-term benefits brought about by the real return to the brand on behalf of the product's own value and customer value, to get more positive evaluation in order to accumulate brand benefits, to reach a more long-term goal [11].

In the public welfare, social responsibility and sustainable development of the three aspects around the comprehensive strength of the enterprise's all-round development, through sophisticated strategic planning, the formation of complementary structures. Create brand appeal and product competitiveness among competitors, personalize marketing campaigns and establish long-term data analysis and customization to enhance the scale and precision of communication, to achieve longer-term product and brand benefits, as well as the link between the company and consumers, to establish and improve the long-lasting relationship bond [12].

5. Conclusion

A company's technical strength, market operations and social status are all factors that need to be considered when a company is doing market promotion. They can improve a company's reputation and directly affect its profits. The positive image established by the company through publicity can improve brand awareness and customer recognition. To a large extent, products and companies are separate, while people's lives and consumption habits are closely linked to society through companies and the external services and systems that complement them, thereby improving the popularity of the company and its products. While fulfilling the basic purpose of the product or service, it further enhances the company's long-term image, thereby ensuring its long-term development.

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