

CORPORATE SOCIAL RESPONSIBILITY AND CUSTOMER-BASED BRAND EQUITY: A Systematic Literature Review using the SPAR-4-SLR Protocol

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Introdução

How do consumers perceive the CSR activities implemented by various brands? Does such interpretation or perception influence BE? Does investing in CSR merely imply additional expenditure for companies, or does it also engender tangible consumer benefits, thereby enhancing BE on the consumer level? This study presents the findings of a systematically structured literature review focused on corporate social responsibility (CSR) and customer-based brand equity (CBBE).

Problema de Pesquisa e Objetivo

Review studies on CSR and consumer behavior, particularly those focusing on consumers' brand evaluation, are scarce. This scarcity propelled the motivation for this current study, which sought to answer the following research question: "What are the relationships between CSR and customer-based brand equity (CBBE)?" This article investigates the relationship between the themes of corporate social responsibility and customer-based brand equity. Specifically, it examines companies' CSR actions and consumer behavior with respect to the brand through a systematic literature review.

Fundamentação Teórica

The research followed the SPAR-4-SLR protocol, initially yielding 449 articles published in journals up to 2023, sourced from the Scopus and Web of Science databases. Upon applying the selection criteria, including thematic relevance, consumer perspective analysis, and journal reputation, the search yielded 39 articles.

Discussão

In addition to providing a descriptive analysis of the relevant textual corpus, this study extends the discussion with a bibliographic coupling analysis, highlighting (i) the positive influence of CSR practices on brand equity, (ii) effective communication about CSR initiatives and their impact on consumption, (iii) the effect of CSR on consumers' emotional reactions to the brand and the attainment of competitive advantage and, (iv) the role of CSR in establishing social links between brands and consumers. Furthermore, the study presents future research directions.

Conclusão

CSR initiatives could result in a favorable perception from consumers concerning their brand equity, positively affecting their behavior and consumption. These findings underscore the strategic potential of CSR, encouraging companies to adopt such practices and recognize them as a vital strategic tool, not just an additional expense, and show that CSR is capable of strengthening the relationship between brands and consumers.

Referências Bibliográficas

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