

The Influence of Emotional Marketing and Corporate Social Responsibility on Consumer Behaviour: A Big Data Perspective. A systematic review.

Tetiana Gorokhova¹ – Valerii Pohorelov²

ORCID iD: 0000-0003-0435-5047¹, 0009-0001-9369-160X²
tetiana.gorokhova@cais-research.de, pohorelov.valerij@gmail.com,

¹ Centre for Advanced Internet Studies (CAIS),
Bochum, Germany

² SHEI "Pryazovskyi State Technical University", Department of Marketing and
Business Administration,
Dnipro, Ukraine

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Abstract: This paper explores the integration of corporate social responsibility (CSR) within the framework of emotional marketing to influence consumer behaviour and perceptions. Leveraging big data and digital technology, the study emphasizes CSR's role as a pivotal element in shaping consumer connections through targeted emotional engagement. By analysing theoretical and empirical sources, the paper categorizes CSR impacts into gratitude and identity dimensions, illustrating how they foster consumer loyalty and advocacy. The methodology combines literature review and network analysis to assess CSR's influence on consumer emotions and decision-making processes. The research results reveal that CSR, when effectively communicated, enhances corporate image and stakeholder engagement, influencing consumer behaviour positively. The research paper argues for the strategic alignment of CSR initiatives with consumer expectations, facilitated by digital advancements that enhance transparency and interaction. It concludes by highlighting the need for future research focused on the nuanced responses of different consumer segments to CSR activities, aiming for a more inclusive understanding of CSR's impact in the emotional marketing.

Keywords: corporate social responsibility, big data, consumer behaviour, emotional marketing, systematic review

JEL Classification codes: M14; D11

INTRODUCTION

In the age of Internet and social media, any action taken by a company that disrupts public social order has the potential to be magnified by online users, leading to an instant online uproar. As a result, it is crucial for companies to focus on "pre-emptive management" in their crisis response strategy. This approach enables them to promptly detect isolated instances of negative information, receive early warnings about potential crises at their nascent stage, gain valuable insights into public sentiment trends, and craft more scientific and precise responses.

Apart from gaining a comprehensive understanding of public opinion big data and developing effective analytical models, companies must also demonstrate a keen sense of social responsibility. While striving for economic growth and innovation, enterprises should not solely

rely on big data to understand their users but should also prioritize the emotional needs of consumers and align with the prevailing values of the public. By leveraging big data, companies can enhance their awareness of corporate social responsibility (CSR).

The ongoing utilization of big data in business transformation is an iterative process that involves continuously gaining insights into consumer behaviour and public expectations. Throughout this process, companies need to constantly adjust their cognitive structure, aiming not only to achieve performance targets but also to consistently meet the evolving expectations of users and society. By doing so, they can sustain their performance while remaining attuned to the needs and aspirations of their stakeholders.

Companies that possess a strong commitment to social responsibility can effectively utilize CSR and Consumer Emotional Marketing strategies to attract consumers and secure a lasting market share. CSR is no longer just an accessory to commercial interests or a reactive response to external demands; it has become a fundamental element of corporate competitiveness and a proactive pursuit of long-term goals.

Operating a strategic planning process in an uncertain, volatile, and dynamic business environment poses significant challenges. It necessitates establishing a collaborative partnership among various stakeholders, including inter-organizational actors. Social media plays a crucial role in integrating resources, while corporate social responsibility (CSR) helps in building relationships and reinforcing trust (Bowen et al., 2020). López-Fernández and Silva (2021) conducted an analysis using big data retrieved from Twitter, focusing on five companies that have initiated efforts towards social responsibility but are yet to gain stakeholders' recognition through engagement in CSR. Their study contributes to understanding the impact of firm dynamics, whether embracing CSR or lacking it, on social networking platforms, as observed through big data analysis. Barbeito-Caamaño and Chalmeta (2020) present an alternative approach for assessing sustainable development and corporate social responsibility (CSR) practices by examining the perspectives of stakeholders expressed on Twitter. Through the analysis of big data, valuable insights regarding CSR practices and stakeholders' opinions can be derived from online social networks, enabling a better understanding of these aspects. These findings offer advantages for both stakeholders and the firm. Stakeholders will gain a more objective understanding of a firm's CSR practices, while the firm itself will be able to enhance its CSR performance, refine its communication strategy, and foster stronger stakeholder engagement.

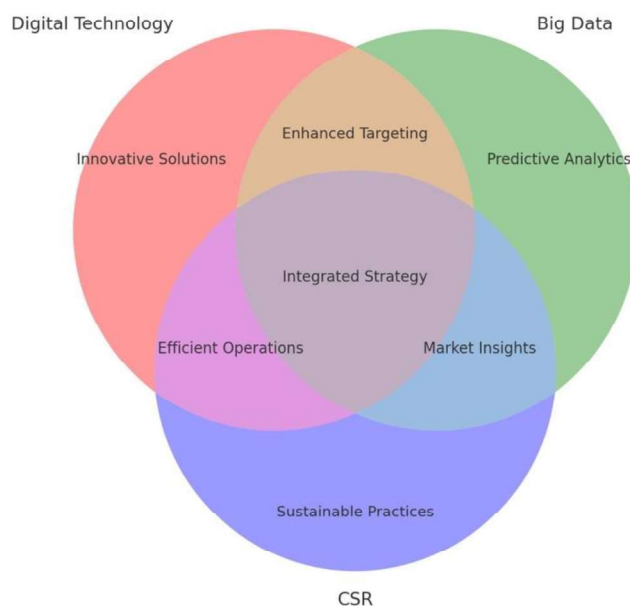
The significance of effectively communicating corporate social responsibility (CSR) initiatives, such as employee engagement, community involvement, environmental efforts, and stakeholder relations, to attract job applicants is increasingly acknowledged by companies. Jakob et al. (2021) conducted a study where they analyzed 67,189 posts published on the career pages of 58 Fortune 500 companies on Facebook, spanning from the inception of their respective career pages until June 2018. The findings indicate that when a company exhibits low CSR performance, the impact of CSR communication on organizational attractiveness is heightened. Consequently, inconsistencies between CSR communication and actual CSR performance appear to result in positive evaluations from prospective applicants.

Emotional marketing is a strategic approach that effectively taps into universal human emotions during marketing activities to establish a deeper connection between brands, products, and consumers. Any marketing endeavor that successfully captures, leverages, and evokes positive emotions in consumers falls under the umbrella of emotional marketing. The concept of socially responsible marketing is often considered an extension of corporate social responsibility (CSR). Acknowledging that CSR initiatives have an impact on various stakeholders, including customers, CSR is advocated as a business model that enables companies to engage in self-regulation.

Currently, big data technology not only facilitates the growth and visibility of businesses but also brings greater transparency to the image of corporate social responsibility (CSR). As a result, CSR has garnered increased attention from consumers. While it may appear that CSR does not directly impact the "price" and "product" aspects that consumers typically prioritize, psychological and behavioral perspectives shed light on this phenomenon through the lens of emotional marketing theory. Emotional marketing emphasizes that emotions serve as a connecting bridge between CSR and consumers, influencing their perceptions and behaviors.

Fig.1 highlights the areas of overlap between digital technology, big data, and corporate social responsibility (CSR), showing how each contributes uniquely and collectively to influencing consumer behavior. It illustrates the distinctive contributions of digital technology (innovative solutions), big data (predictive analytics), and CSR (sustainable practices) to consumer behavior. The diagram also highlights the combined effects of these elements, such as enhanced targeting (digital technology + big data), efficient operations (digital technology + CSR), market insights (big data + CSR), and how together they form an integrated strategy to influence consumer behavior. This visual representation emphasizes the synergy between these three domains in shaping consumer engagement and behavior.

Fig. 1 Digital Technology, Big Data, and Corporate Social Responsibility in Consumer Behaviour



Source: own elaboration

In the subsequent sections, this paper will initially delve into the interpretation of emotional marketing theory in relation to the connection between CSR and consumer relationships. Drawing from the principles of emotional marketing theory, it posits that CSR is an integral component of emotional marketing, establishing a bond with consumers through targeted emotions. Additionally, this paper will review and analyze the existing literature on the topic. By focusing on the overarching theme of feelings and emotions, it will categorize the current decentralized theories on CSR and emotional marketing into gratitude and identity. Furthermore, it will explore the specific interplay between social responsibility and emotional marketing within these subcategories.

This paper makes several significant research contributions. Firstly, it underscores the significance of corporate social responsibility (CSR) within the framework of emotional marketing theory. By leveraging emotional marketing strategies, CSR can enhance the marketing efforts of enterprises. Secondly, this paper systematically categorizes and classifies the existing fragmented literature on the topic. Building upon the majority of research in the realm of CSR and emotional marketing, it highlights that the specific emotional connection between consumers and CSR revolves around gratitude and identity. Lastly, this paper concludes by discussing the future research direction in this field, outlining potential areas for further exploration.

1 LITERATURE REVIEW

The integration of digital technology and big data has significantly reshaped the dynamics of corporate social responsibility (CSR) and consumer behavior in the current digital age. This evolution is primarily driven by the unprecedented access companies now have to vast datasets, enabling a deeper understanding of consumer preferences and behaviors (Smith & Langford, 2009; Chandra & Verma, 2021). The advent of digital platforms has facilitated more effective communication of CSR initiatives, fostering engagement with consumers across a variety of online environments. Such developments have heightened the emphasis on transparency and accountability, empowering consumers to readily obtain information about a company's CSR efforts and assess their social and environmental contributions.

Moreover, the fusion of digital technology with big data has granted businesses the capability to customize their CSR strategies, targeting specific segments of the consumer population more efficiently. This approach has not only augmented consumer awareness and transparency regarding CSR activities but has also refined the evaluation processes consumers use to judge these efforts. The shift towards data-driven decision-making enables corporations to synchronize their CSR endeavours with consumer expectations and preferences, thereby positively influencing consumer behaviour and enhancing brand reputation (Puriwat & Tripopsakul, 2021; Sen et al., 2016). Shao et al. (2022) underscore the critical role of big data in amplifying CSR awareness and transparency among consumers and how diverse CSR practices affect various consumer segments, emphasizing the necessity for a nuanced understanding of digital tools in CSR communication (Shao et al.). This perspective is complemented by Paricahua et al. (2023), who delve into the potential of digitization to refine CSR metrics, suggesting that leveraging big data analytics could significantly enhance the evaluation and reporting of sustainable practices (Paricahua et al., 2023).

The distinction between corporate digital responsibility (CDR) and traditional CSR is critically analyzed by Li and Zhu (2021). They argue for a comprehensive approach towards digital impacts on stakeholders, outlining essential considerations for businesses in the era of digital transformation (Li and Zhu). Ethical dimensions of big data usage in marketing strategies, particularly within Brazilian enterprises, are scrutinized by Kuzaqui (2020), who stresses the importance of ethical conduct in the collection and application of digital marketing strategies. An empirical evaluation of consumer preferences towards CDR activities by Carl et al. (2023) reveals a halo effect associated with data privacy and security initiatives, underscoring the demand for a holistic approach to digital responsibilities and the segmentation of consumer preferences in the digital age (Carl et al.).

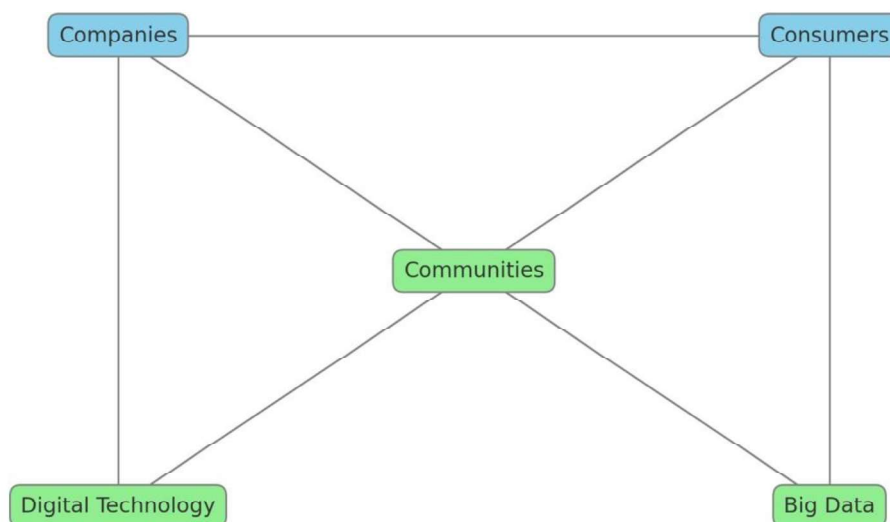
The application of digital technology and big data in CSR strategies has revolutionized how companies engage with and understand consumer behavior. It has provided the tools needed for more personalized, transparent, and accountable CSR practices, allowing for a stronger alignment with consumer expectations. This alignment leads to a more impactful and targeted approach to CSR, which not only benefits consumers but also contributes to the overall

strengthening of a brand's reputation in the market. The digital transformation in CSR is pivotal for companies aiming to navigate the complexities of modern consumer expectations and behaviours, underlining the critical role of technology and data in shaping the future of corporate social responsibility.

2 METHODOLOGY

This research examines the interconnectedness of emotional marketing, corporate social responsibility (CSR), and consumers through the following avenues. Firstly, it delves into the influence of CSR as a crucial element of emotional marketing on consumers' psychology, emotions, identity, value judgments, and decision-making. Specifically, it explores the impact relationship between CSR and emotional marketing from the perspective of consumers' perception and response. Secondly, by drawing upon the concept of emotion, the existing decentralized theories on CSR and emotional marketing are categorized into two dimensions: gratitude and identity. The methodology of our research could illustrate by Fig. 2 and gives more understanding how companies interact with both consumers and communities, and how digital technology and big data serve as pivotal tools in enhancing these interactions.

Fig.2 Interaction within the CSR Ecosystem



Source: own elaboration

The Network Diagram visualizes the network of interactions between companies, consumers, and communities within the CSR ecosystem, highlighting how digital technology and big data facilitate these relationships. Our research underscores the role of digital technology and big data in enabling companies to better understand and engage with their stakeholders, thereby fostering a more connected and responsive CSR ecosystem. The paper further investigates the perceived relationship between consumers and CSR based on these dimensions of gratitude and identity.

3 RESULTS AND DISCUSSION

3.1 Perception of Corporate Social Responsibility through Emotional Marketing

The relevance of emotional marketing to corporate social responsibility (CSR) lies in bridging the connection between "CSR" and "consumers," thereby integrating CSR as a marketing factor. Consoli and Patrut (2010) highlighted that emotional marketing investigates methods of stimulating people's emotions and compelling them to purchase specific products or services. Moreover, Consoli and Patrut (2010) explained the link between CSR and Consumer Emotional Marketing, emphasizing that emotions encompass psychological and physiological states associated with various feelings, thoughts, and internal (physical) or external (social) behaviours.

Human emotions and cognition are intricately interconnected, with emotions playing a vital role in shaping social behaviour. Emotions have the power to stimulate cognitive processes and influence decision-making strategies. Recent studies have demonstrated that purchasing choices and decisions, which are social actions, emerge from a thoughtful blend of rational analysis and emotional considerations.

Furthermore, the field of psychology acknowledges that emotional states have an impact on every stage of the decision-making process when it comes to purchasing. As such, emotions play a pivotal role in any decision-making process, whether in social or business contexts. According to Consoli and Patrut (2010), customer purchase decisions are motivated by two distinct needs: functional needs that are fulfilled by the product's practical features, and emotional needs that relate to the psychological aspects of owning the product.

In an increasingly saturated market, consumer desires hold greater significance compared to traditional factors like supply and demand that traditionally determine marketing outcomes. In this scenario, factors such as mentality, emotion, and compassion take center stage. Alongside quality and price, consumers also seek intangible factors such as trust, love, and aspirations. As a result, the principle of consumer pleasure has gained prominence, making emotions increasingly crucial. Consequently, products should not only fulfil consumers' functional needs but also evoke the desired emotions. Roberts (2004) and Thompson et al. (2006) affirmed that certain brands have successfully employed emotional marketing strategies, centered around the consumer, establishing deep and long-lasting emotional connections between consumers and brands. When consumers develop an emotional attachment to CSR activities, emotional marketing serves as the link between CSR and consumers.

Emotional marketing relies heavily on corporate social responsibility (CSR) as it offers consumers three distinct forms of value: emotional value, social value, and functional value. Each of these values contributes to the overall proposition that consumers perceive. Wisker et al. (2019) conducted an analysis of Airbnb, a prominent big data e-commerce platform, and revealed that the CSR information of hosts significantly influences consumers' purchase intentions. Consumers exhibit a preference for socially responsible hosts. This preference arises from the understanding that companies practicing CSR can enhance their reputation, leading to the attraction and retention of customers over the long term, thereby improving the overall performance of the company (Romani et al., 2013).

Moreover, Aaker (2004), Marin et al. (2009), Skinner et al. (2010), Dennis et al. (2016), and Xie et al. (2019) have examined the diverse functions of CSR within emotional marketing. On one hand, CSR can serve as a powerful tool in emotional marketing, enabling companies to compete and sustain a competitive advantage in the dynamic and fiercely competitive contemporary business environment.

In such instances, a strong corporate image yields both emotional and functional advantages as it fosters customer loyalty and generates a sense of attachment and emotional connection. Bhattacharya and Sen (2003) illustrate this by using the higher education industry as an example. When a university attains a high ranking in the academic hierarchy, its stakeholders perceive it as a leading institution within the field. When students or parents perceive a university to be of high quality based on its ranking, they tend to develop a more positive attitude towards the institution. This positive perception can translate into increased confidence and active engagement in various projects or learning endeavors. Similarly, universities that actively contribute to solving local community issues, offer financial support to students during the COVID-19 pandemic, or engage in volunteer programs establish emotional connections with their stakeholders. Consequently, within the higher education context, when stakeholders believe in the university's strong corporate image, they are more likely to develop an emotional attachment to the establishment.

Conversely, CSR poses a new and expanding financial risk factor. Ogrizek (2002) highlighted that if a company is poorly managed, it risks significant damage to its reputation, directly impacting its business and financial performance. Brown and Dacin (1997), Sen and Bhattacharya (2001) underscored that numerous empirical studies have demonstrated the positive impact of CSR initiatives on consumers' evaluation and perception of a company. These mediating factors subsequently influence consumer behavior, leading to favorable outcomes such as loyalty, positive word-of-mouth, and emotional attachment.

In summary, the preceding discussions emphasize the significance of corporate social responsibility (CSR). CSR plays a progressively vital role in marketing and is considered an integral component of emotional marketing theory. This research paper categorizes the arguments found in the current literature into two categories: gratitude and identity. The subsequent section explores these emotional connections between consumers and CSR in greater detail.

3.2 Corporate Social Responsibility and Emotional Marketing: Cultivating a Sense of Thankfulness

The sustainable longevity of an enterprise relies on the backing of its stakeholders. To garner support and earn recognition, companies must adapt their behavior accordingly. In doing so, they respond to the demands set forth by diverse pressure groups and stakeholders, taking action to address societal issues—this is known as social responsibility. It is worth noting that the relationship between a company's contribution to social welfare and individual moral values can evoke gratitude towards these enterprises. According to ancient Greek philosophy, the inclination to reciprocate good deeds stems from a predisposition to affirm altruistic values and acknowledge the source of thankfulness.

According to the definition provided by McCullough et al. (2001), gratitude is a positive emotion that arises when an individual acknowledges and appreciates the intentional and considerate actions bestowed upon them by another person.

Bartlett and DeSteno (2006) asserted that gratitude plays a crucial role in fostering social connections by facilitating reciprocal and prosocial behaviors between individuals who benefit from the actions of others. Gratitude tends to emerge when individuals perceive themselves as beneficiaries of prosocial acts. The highest level of gratitude is typically experienced when people recognize that the actions of a philanthropist have positively impacted their lives.

By examining the dynamics at play, it becomes evident that corporate social responsibility (CSR) facilitates the cultivation of a reciprocal relationship based on gratitude between consumers and enterprises. Typically, CSR initiatives garner a positive reputation among

consumers and elevate their expectations for engaging in advocacy behaviors. In the consumer-enterprise relationship, when enterprises prioritize enhancing consumer welfare through actions like charitable endeavors, a sense of gratitude is fostered. This, in turn, strengthens consumers' commitment to the enterprise, prompting reciprocal behaviors rooted in gratitude (Morales, 2005; Palmatier et al., 2009). This implies that when a business allocates resources for the betterment of consumers, it can evoke a sense of gratitude from consumers. As a result, consumers may reciprocate by demonstrating increased trust and commitment towards the organization (Park et al., 2016). Consequently, consumers' gratitude and their subsequent inclination for reciprocation contribute to their commitment to enterprises. This effect is particularly pronounced among individuals with a strong capacity for empathy, as noted by Xie et al. (2019). Individuals with higher levels of empathy are more inclined to provide feedback and respond positively under the influence of gratitude compared to those with lower levels of empathy.

Thankfulness towards corporate social responsibility (CSR) initiatives, on one hand, motivates consumers to provide more valuable feedback to enterprises. Research conducted by Grappi et al. (2013) reveals that consumers display a greater willingness to offer positive feedback regarding the CSR activities of proactive companies. For instance, they are more inclined to explore a wider range of products offered by the company and share their experiences on various social media platforms. In addition, gratitude plays a regulatory role in shaping consumers' responses towards CSR-related emotions. This can manifest in various ways, such as positive word-of-mouth, resilience against negative information, acknowledgment of the company, and investment in the company (Xie et al., 2019). However, it is important to note that not all instances of CSR elicit a sense of thankfulness from stakeholders. Using donation as an example, we can observe that the perception of corporate donation's underlying motivation plays a crucial role in its effectiveness as a CSR initiative. When consumers perceive that the motivation behind a donation is driven by self-interest, it fails to enhance the corporate image. While unconditional donations may help irresponsible enterprises regain some reputation, they have limited impact on fostering customer relationships. On the other hand, for regular enterprises, a utilitarian donation aimed at increasing profitability is perceived as such by the public, thus having minimal effect on maintaining customer relations.

Also, corporate social responsibility helps mitigate retaliatory behavior from consumers in response to product failures (Dionisio et al., 2024). This is because the gratitude evoked by CSR initiatives encourages consumers to reduce their inclination towards retaliatory actions. Kim and Park (2020) further emphasize that the buffer effect is more pronounced when there is a higher level of CSR performance, such as greater public recognition of CSR efforts or higher frequency of CSR initiatives. The attitude of the company also serves as a mediator in this process. Notably, subsequent model analysis reveals that the attitude of the company continues to inspire consumer gratitude (Xie et al., 2019). The feedback provided by companies to society and the gratitude expressed by consumers form a dual social response between business and consumers.

3.3 Corporate Social Responsibility and Emotional Marketing: Exploring of recognition.

The concept of identity was initially conceptualized within the realms of social psychology and organizational behavior, addressing the requirements of social identification and self-definition. Subsequently, research has demonstrated that identity plays a significant role in regulating the influence of perceived corporate identity on product utilization (Ahearne et al., 2005) and loyalty (Mael and Ashforth, 1992).

In practice, corporate social responsibility (CSR) is an exceptionally effective tool for corporate marketing. When implemented effectively, it has the potential to establish a robust and enduring bond based on identity between the company and its significant stakeholders from various backgrounds. Furthermore, by facilitating internal communication and involving employees in CSR initiatives, managers can successfully align the perceived corporate identity by external stakeholders with the perceived identity held by internal stakeholders. This promotes consistency and coherence between internal and external perceptions of the company.

To begin with, companies can enhance their moral identity and promote the utilization of CSR products. Moral identity pertains to the self-schema organized around a set of moral attributes, such as caring for others, compassion, fairness, friendliness, generosity, helpfulness, diligence, honesty, and kindness (Aquino and Reed, 2002). Reed et al. (2007) suggest that companies can evoke consumers' moral identity through their promotional activities, such as emphasizing the moral significance of their career-related endeavors. Previous research has demonstrated that consumers' moral identity can be temporarily stimulated or enhanced through exercises and stimuli related to morality.

Hence, one crucial aspect of purchasing a brand-related product for marketing reasons is its influence on how consumers perceive their own moral identity. Additionally, it is important to highlight the findings of Sheikh and Beise-Zee (2011) and Vitell (2015), who specifically point out that given the likelihood of inconsistencies in consumers' understanding of identity, different CSR activities yield varying emotional marketing effects on different individuals. While positive CSR efforts have a favorable impact on customer attitudes, their influence is more pronounced among "customers with high causality" (Sheikh and Beise-Zee, 2011). For certain products, CSR primarily serves to stimulate the recognition of values among interested consumers.

If consumers do not have a direct stake in a company's activities, corporate social responsibility might not significantly impact marketing efforts. For instance, while consumers generally express a preference for environmentally friendly products, they may prioritize personal financial savings over the ethical aspect of "buying green products" when the cost of such products becomes prohibitively high. From an individual perspective, the perceived ethicality of saving money may outweigh the desire for green products.

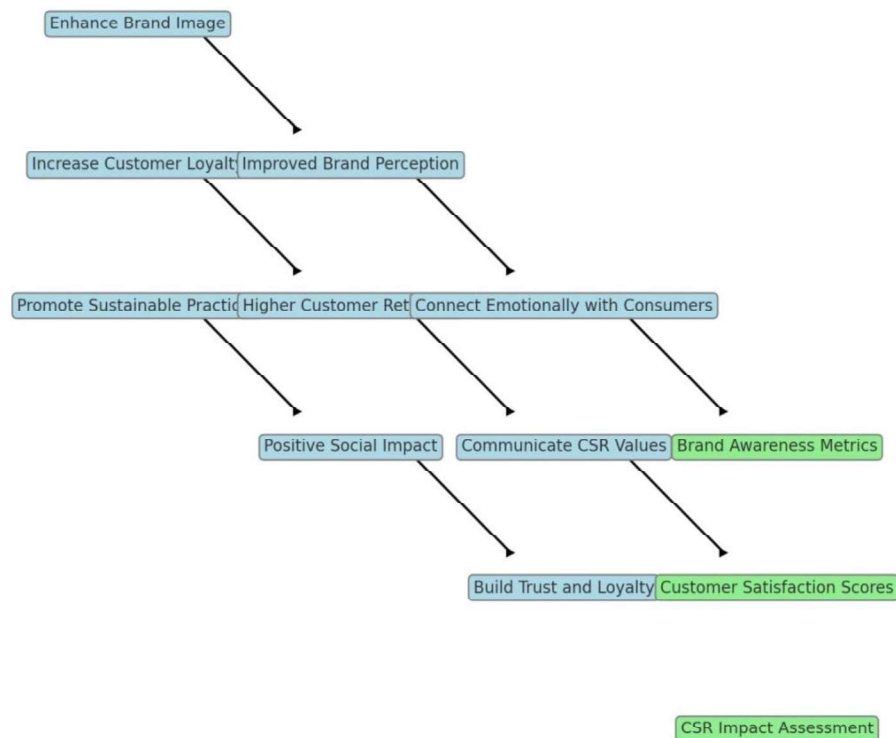
Moreover, Vitell (2015) highlighted consumers' responses to "unethical behavior," which refers to immoral or negative corporate social responsibility (CSR) practices. It was discovered that the company's lack of accountability significantly mediates consumers' negative emotions, serving as a strong mediator in influencing their negative emotional reactions. Specifically, individuals who prioritize social justice, exhibit higher levels of empathy, possess a strong moral identity, and identify strongly with relationships or collective groups are more prone to experiencing negative moral emotions such as contempt, anger, and disgust when confronted with irresponsible corporate behavior in the context of CSR and Consumer Emotional Marketing. Following exposure to negative corporate social responsibility information, individuals not only engage in negative word-of-mouth and lodging complaints with the company but also resort to protest and boycott actions against various authorities. Conversely, in response to positive CSR activities undertaken by companies, individuals not only engage in positive word-of-mouth, resist negative information, and develop a sense of identification with the company but also consider investing in the company's shares. This demonstrates that individuals' moral sentiments can drive active participation in both actions against and support of prominent companies, spanning across multiple domains. In the long term, as Vitell (2015) concludes, "good ethics" equates to "good business." While some may perceive short-term success through deceptive practices, such strategies are self-defeating. Ethical organizations, or those deemed "good," prioritize fair treatment of consumers and other stakeholders. This

approach often yields benefits for companies, as consumers are more likely to continue purchasing products from businesses that treat them fairly. No one wants to be deceived. Conversely, "bad ethics" typically equates to "bad business," particularly in the long term, as consumers are reluctant to engage with organizations they do not trust.

While corporate identity may not consistently hold considerable influence, companies that activate specific social identities among consumers can impact their responses to product stimuli and foster increased consumer loyalty. Marin et al. (2009) and Pérez and Bosque (2015) conducted a study involving 1124 banks and confirmed that the CSR image of a company positively affects customers' recognition, emotions, and satisfaction towards the company. This sense of identity also extends to customers' emotions and satisfaction at the institutional level, leading to improved customer loyalty behaviors. Although customers may occasionally harbor doubts about the motivations behind CSR projects, effective promotion of good CSR initiatives can alleviate such doubts.

Based on our analysis we created the Strategy Map (Fig.3) outlines the strategic objectives related to CSR, outcomes and the role of emotional marketing in achieving these goals and connecting strategic initiatives to performance indicators. This diagram shows the pathway from setting strategic objectives like enhancing brand image, increasing customer loyalty, and promoting sustainable practices, to achieving expected outcomes such as improved brand perception, higher customer retention, and positive social impact. It further illustrates the critical role of emotional marketing in connecting emotionally with consumers, communicating CSR values effectively, and building trust and loyalty. Finally, the map identifies key performance indicators to measure success, including brand awareness metrics, customer satisfaction scores, and CSR impact assessment, providing a comprehensive overview of how strategic CSR objectives translate into tangible outcomes through the application of emotional marketing strategies.

Fig. 3 Strategy Map: CSR Objectives, Outcomes, and Performance Indicators



Source: own elaboration

In the Strategy Map provided, the "CSR Impact Assessment" appears without a direct connection to the other components because it serves as an ultimate performance indicator in the CSR strategy framework. It is designed to measure the overall effectiveness of the CSR initiatives and their alignment with strategic objectives and outcomes.

In practical terms, "CSR Impact Assessment" is often a culminating step in the strategy execution where the cumulative impact of the CSR initiatives is evaluated against the set objectives and outcomes, hence it is not directly connected to a single component but is the result of the entire strategy. It's the point in the strategy map where the organization evaluates the entire CSR approach, gathering data from various indicators to gauge overall success and areas for improvement.

CONCLUSION

Collectively, conducting a concise review of the literature enables us to grasp the interconnected relationship between corporate social responsibility (CSR), emotional marketing, and consumer psychology at a novel intersection. In previous times, corporate social responsibility (CSR) and marketing were considered distinct entities, with limited direct consumer awareness of CSR practices. However, the current tendencies reflect a growing trend where companies are increasingly embracing CSR initiatives and leveraging them as powerful tools for emotional marketing. This evolution is propelled by big data, which amplifies CSR's visibility and enables precise consumer feedback, enhancing the strategic alignment of CSR initiatives with diverse consumer expectations. Scilicet, CSR has evolved into a fundamental aspect of emotional marketing theory, strengthening the link between consumer psychology and marketing strategies. On one hand, big data has expanded consumer awareness of CSR by providing media outlets with a wealth of data to highlight the diverse range of CSR initiatives

undertaken by companies. As a result, companies are now compelled to be more conscious of their social image. Additionally, big data has made it easier to collect consumer feedback on CSR. By leveraging the power of big data, companies can obtain more accurate and comprehensive feedback from consumers regarding their CSR endeavours, enabling them to better align their initiatives with the preferences and expectations of diverse consumer segments. Furthermore, it is important to recognize that diversity, alongside identity, plays a pivotal role in fostering emotional connections within emotional marketing. While CSR is generally appreciated by people, it is crucial to conduct further research to understand which specific consumer segments value particular CSR initiatives. This avenue of research will provide valuable insights for future endeavors in the field. Our future research will be concentrated on tailoring CSR initiatives to effectively resonate with diverse consumer groups, thereby fostering stronger emotional connections and aligning with consumer expectations and values.

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