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MODELING THE DESIGN OF MARKETING RESEARCH OF THE BRANDS' SOCIAL RESPONSIBILITY

The object of the research is the brands' social responsibility. The process of marketing research on the brands' social responsibility is considered. The phenomenon of brands' social responsibility has been studied and the need for a detailed study of its directions has been proven. The influence of socially responsible actions of brands on increasing their level of awareness and loyalty is substantiated. Trends in the development of brands' social responsibility at the current stage have been determined. It has been established that the brands' social responsibility is related to environmental initiatives, social justice, ethical responsibility, sponsorship and charity, economic responsibility, and the implementation of innovations. The directions of brands' social responsibility are characterized on the example of companies Johnson & Johnson, Google and Coca-Cola, which are primarily related to environmental initiatives. The most popular areas of brands' social responsibility have been established by means of a survey, which gives grounds for asserting the priority of environmental initiatives, sponsorship and charity. Attention is focused on the role of marketing research in the brands' social responsibility. The main types of marketing research design are characterized – exploratory, evaluative and reproducible. A structural model of marketing research on the brands' social responsibility is proposed. This model takes into account all stages of the process of researching the brands' social responsibility – from the conditions for the implementation of social initiatives to the formation of the strategy of brands' social responsibility. The practical value of the proposed model of marketing research on the brands' social responsibility will allow to study social initiatives more deeply and in detail and choose the most priority ones. This, in turn, will create prerequisites for increasing brand loyalty and forming an effective communication strategy.

Keywords: marketing research, brand social responsibility, communication strategy, company image, consumer behavior.

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1. Introduction

Increasing competition in both national and international markets poses difficult tasks for manufacturers, which are primarily related to improving the company's communication policy. In order to form and maintain a system of sustainable relations with partners, consumers, and the public, under these circumstances, it is not enough to fulfill contractual conditions. Socially responsible behavior becomes the main driving force of market success and relationship management. In modern conditions, the principles of social responsibility are the basis of the strategic development of all well-known brands [1]. This makes it possible to increase the image of the brand, creating a positive perception on the part of consumers [2, 3]. As a result, consumer satisfaction and brand equity increase, which improves the financial performance of the enterprise as a whole [4]. The above emphasizes the relevance of the expediency of researching the phenomenon of brands' social responsibility.

In theory and practice, various methods and types of marketing research have been distinguished, which are used to analyze the brands' social responsibility and evaluate the

effectiveness of social initiatives. For example, in work [5] to study the impact of corporate social responsibility on the image and capital of the brand, as well as consumer satisfaction, an online survey is used. Based on the results of the quantitative analysis of the questionnaires, the authors concluded that socially responsible initiatives have a positive effect on consumer satisfaction through the mediating effect of brand image and brand equity. In addition, it has been proven that the level of influence of social responsibility on brand image is higher among the male population, and social responsibility on brand equity is higher among regular customers.

A similar method of marketing research on the brands' social responsibility is used by the authors of the work [6], who, based on a questionnaire, try to understand the mechanism of perception of social responsibility and its impact on consumer behavior.

In contrast to previous authors, who use field methods of information collection to research the brands' social responsibility, in the article [7] office methods are used. On the example of the organization of sports events, content analysis is used to determine the most resonant events in the information field in the context of social responsibility.

An interesting method of diagnosing the social responsibility of enterprises is based on the identification of the main institutional groups and directions with the identification of the main and additional indicators for each of them. In particular, such groups are consumers, staff, stakeholders, innovative component, «green» component, social component, organizational component [8].

Despite the increased interest in the brands' social responsibility, the problem of developing a systematic model for its research, based on an integrated combination of existing types and methods, remains unsolved.

In this regard, *the aim of research* is to develop a structural model of the design of marketing research on the brands' social responsibility. This will form the basis for a qualitative analysis of all its components and the choice of the most effective direction, which will ensure obtaining a sustainable competitive advantage in the market.

2. Materials and Methods

General scientific methods were used to develop a structural design model for marketing research on brands' social responsibility. It is advisable to determine individual components of brands' social responsibility on the basis of systemic analysis and synthesis. The comparison method was used to analyze modern trends and examples of socially responsible brands. Types and methods of marketing research design are defined on the basis of generalization. To justify the design model of marketing research of brands' social responsibility, the method of algorithmization is provided.

3. Results and Discussion

At the current stage, the development of brands' social responsibility is under the influence of powerful transformational changes in society. As a result of the harmonious combination of internal values, as well as external pressure, brands become more inclusive and socially responsible.

Corporate social responsibility (CSR) is an approach to doing business in which companies strive not only to make a profit, but also to create a positive impact on society and the environment. It includes various initiatives and practices aimed at solving social, environmental and economic problems (Fig. 1) [9].

In contrast to corporate social responsibility, brand social responsibility affects consumers directly, emphasizing the importance of considering it at the product level [10].



Fig. 1. Trends in the development of brands' social responsibility (compiled from [11–13])

As examples of socially responsible brands, it is appropriate to study the experience of world-famous companies.

For example, the Johnson&Johnson company has been concentrating on reducing its harmful impact on the environment for the past decades. To this end, the company's specialists are actively searching for alternative sources of electricity, aiming to fully meet their own needs with renewable energy in the near future.

Google supports environmental initiatives, and also directs activities to solve social problems, in particular, opposes discrimination against the population on various grounds. For this purpose, the company is developing tools accessible to social minorities. In addition, Google is constantly fighting misinformation and fake news, which is also one of the manifestations of social responsibility.

The principles of social responsibility are actively supported by the Coca-Cola brand. The main direction in this area is environmental responsibility, which is manifested in caring for climatic conditions and environmental resources. The processes of improving the quality of products and reducing the harmful impact on the environment are unstoppable. As a result, the Coca-Cola company developed a bottle made entirely of vegetable plastic [14].

The list of socially responsible brands is constantly expanding, as more and more companies realize the importance and necessity of these actions to obtain not only their own competitive advantages, but also to ensure the sustainable development of the economy on a global scale. This, in turn, necessitates a detailed study of social initiatives. On the basis of the conducted survey, the most popular areas of brands' social responsibility were established (Fig. 2).

Marketing research on brand social responsibility is primarily aimed at determining the impact on consumer behavior. Therefore, it is appropriate to assess the level of brand perception by consumers, identify key factors influencing the purchase, determine the relationship between the social responsibility of the brand and increasing customer loyalty. The implementation of these steps requires the construction of a qualitative research process, the so-called marketing research design of brand social responsibility.

Thus, the research design of marketing research on brand social responsibility is a process during which social initiatives and their impact on consumer behavior are studied.

When developing a marketing research plan for brand social responsibility, all tools and methods necessary for its implementation should be taken into account and structured [15]. This will create conditions for guaranteed achievement of the set goal of such research. Therefore, in order to build an optimal design model, it seems appropriate to characterize the types of research – exploratory, evaluative and reproducible.

In order to introduce new areas of social responsibility, it is important to conduct exploratory research. These researches will help to form the concept of social responsibility of the brand, in particular, to find out which directions to implement, how to implement and why. In addition, with the help of exploratory research, the priority of areas of social responsibility is determined.

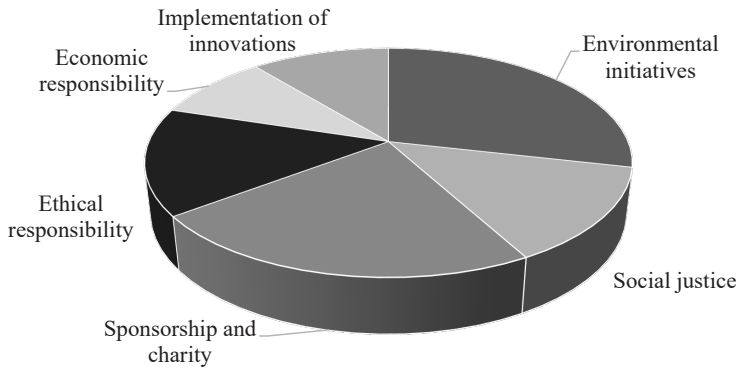


Fig. 2. Popular areas of brands' social responsibility (compiled based on survey data)

With the help of evaluation studies, a clear vision of the effectiveness of social responsibility is formed. Using this type of research makes it possible to understand which direction of social responsibility is the most popular and necessary.

Evaluative research is carried out when social initiatives are already being implemented for a more detailed study of possible directions of development, as well as identification and timely elimination of problems that arise. In the practice of conducting evaluation studies, formative and final types of research were distinguished. The formative type of marketing research on brand social responsibility is used to form potential directions for its development that meet the needs of the target audience. The final study examines not the process, but directly the result, assessing the impact of social initiatives on consumers, as well as the feasibility of spending on their further implementation.

The use of reproductive research takes place in the conditions of already formed goals, as well as the needs of the target audience. Reproducible studies of social responsibility use existing ideas, helping to understand which direction is more appropriate for a particular situation [16].

Distinguishing the types of research creates the basis for structuring the stages of the marketing research model of brands' social responsibility (Fig. 3).

The presented model takes into account all stages of the process of researching the brands' social responsibility and can be used in practice for a more in-depth and detailed study of social initiatives in order to select the most priority ones. This will create prerequisites for increasing brand loyalty and forming an effective communication strategy.

The limitation of the proposed model is the provision of information and obtaining reliable objective data, in particular collected during the survey.

In the conditions of a full-scale war, there is an aggravation of social problems, which confirms the relevance of the conducted research. Business practice proves the

expansion of areas of brands' social responsibility. Multifaceted participation in social volunteer projects aimed at supporting the population and the armed forces, as well as solving environmental problems caused by the war, is gaining popularity [18].

Thus, the perspective of further research in this direction is to further improve the proposed model by expanding the methods and distinguishing the quantitative and qualitative indicators of the assessment of brands' social responsibility. In turn, this will allow to determine effective areas of social responsibility, which will become the basis for developing a brand development strategy.

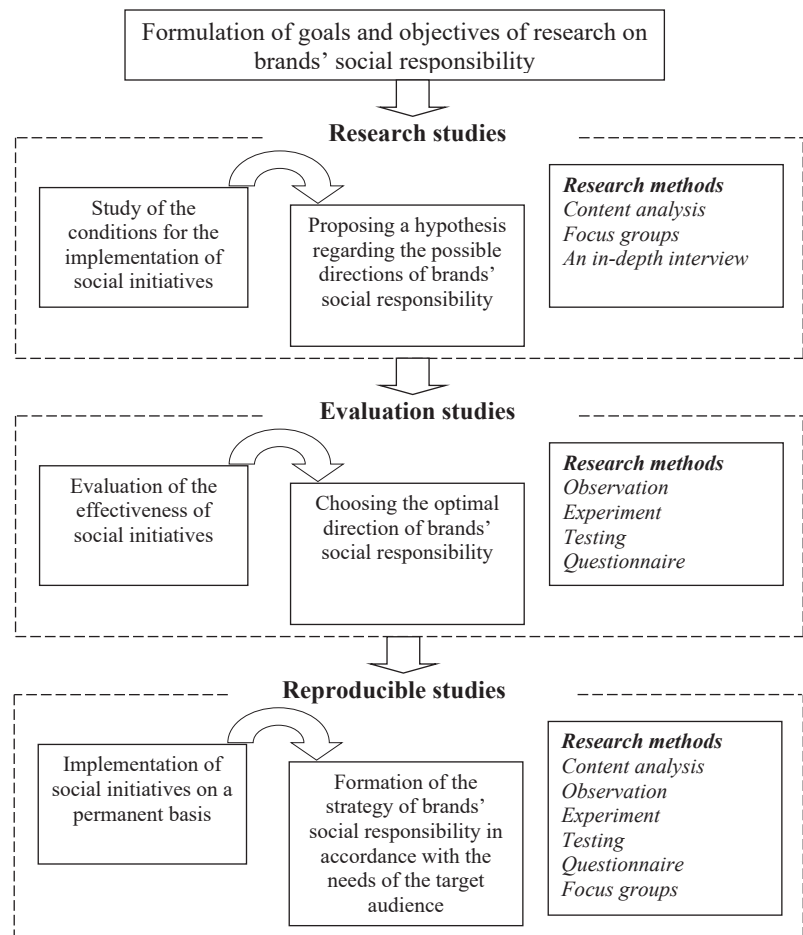


Fig. 3. Model of marketing research on brands' social responsibility (compiled from [15–17])

4. Conclusions

It has been determined that the brands' social responsibility affects the overall corporate strategy of enterprise development. Increased demands from consumers require enterprises to implement effective interaction mechanisms. It has been established that it is through socially responsible actions that it becomes possible to increase brand loyalty and form stable trust relationships with the target audience.

The main trends in the development of brands' social responsibility have been highlighted. In particular, these include environmental initiatives, social justice, ethical responsibility, sponsorship and charity, economic responsibility,

and innovation. Based on the survey, the most popular areas of brands' social responsibility have been established, including environmental initiatives, as well as sponsorship and charity. Examples of socially responsible world-famous brands have been described.

The expediency of conducting marketing research on brand social responsibility has been justified. Attention has been focused on the need to build a research design for marketing research on brand social responsibility – a process during which social initiatives and their impact on consumer behavior are studied. Exploratory, evaluative and reproducible types of research have been characterized. Based on this, a structural model of marketing research on the brands' social responsibility has been proposed.

Conflict of interest

The authors declare that they have no conflict of interest in relation to this research, whether financial, personal, authorship or otherwise, that could affect the research and its results presented in this paper.

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Data availability

The data will be provided upon reasonable request.

Use of artificial intelligence

The authors confirm that they did not use artificial intelligence technologies when creating the current work.

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