



Undertake Corporate Social Responsibility, Achieve Long-term Development

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Abstract: With the development of society and the transformation and upgrading of the economy, consumers' awareness of corporate responsibility is becoming more and more important. This is also reflected in the increased attention of ERKE and Pang Donglai and other enterprises before, which is also the theme of this article: How can companies leverage the public attention brought by CRS to achieve the long-term development? There are usually three means: Fully adopt channels such as social media, news platforms, and e-commerce services to further expand its popularity; clarify the positioning of the enterprise and maintain the price to increase consumer stickiness; gradually shape a corporate culture characterized by CRS to retain public attention.

Keywords: enterprise social responsibility, social media, corporate culture, solutions

1. Introduction

In July last year, the rampant flood in Henan province not only let the Chinese people witness the citizens who helped each other and the police officers who went against the current, but also the assistance from all over the country. Meanwhile, it brought several companies into people's sight and sparked heated discussions.

ERKE's "Bankruptcy donation" hit the headlines. Since ERKE contributed goods and materials worth 50 million yuan to Henan on July 21st, the relevant public opinion has gradually climbed, lasting for four days. However, as the tendency of "wild consumption" fades away, it slowly returns to its mundane state.

There are also many such enterprises, such as Baixiang, Guirenniao and so on, who became the overnight celebrity and entered the public vision due to a certain CSR practice. This is a congratulated thing, but also a scary thing. Because if you can seize the opportunity, you utilize it and continue to thrive. But once the opportunity has slipped, the loss of short-term traffic caused by short-term events will naturally make you turn a nobody.

This also leads to the topic of this article as well as an issue that business leaders should attach great importance to. How can companies leverage the public attention brought by CRS to achieve the long-term development?

2. Summary

2.1 Fully adopt channels such as social media, news platforms, and e-commerce services to further expand its popularity

Occasion Based Marketing refers to that as hot topics continue to emerge, have an impact on society, and gain people's general attention, many brands have begun to try to use the trend of marketing [1]. The first step in Occasion Based Marketing is choosing reasonable opportunities and the second step is creating momentum. And the final step is retaining this momentum. The companies that emerged through their corporate social responsibility have actually grasped the chance of the first step. So, the second step of creating momentum is to choose suitable and exact tactics which line with the current times to amplify this "momentum".

Nowadays, we have to admit that young people are the main force of consumption, which account for more than half of the total number of Chinese netizens. It also indicates that companies explore marketing methods that young people relish. Merging marketing with the entire e-commerce platforms, we aim to achieve breakthroughs in new marketing modes by integrating quality and efficiency, interacting with more young people.

2.2 Clarify the positioning of the enterprise and maintain the price to increase consumer stickiness

The characteristic of the Chinese market is strong substitutability, and consumers' personalized and emotional consumption awareness towards consumer goods is also becoming stronger. It implies that enterprises can trigger consumers'

emotional resonance by undertaking corporate social responsibility, but it may be substituted by other choices soon. What should companies do in the face of this godesend?

Li Ning chose to bid up price. After gaining popularity through its corporate social responsibility, Li Ning urgently increased its prices in an attempt to become a high-end brand. This behavior hit consumers' emotions and empathy, making them feel cheated, and ultimately generated the blowback to Li Ning and it was just a flash in the pan.

In contrast, Misue Ice City's behavior of keeping its corporate citizenship in mind will naturally garner a swathe of fans. But it is still taking the firm stand on its positioning, whether it is for products, prices, or consumers, the positioning and characteristics are unchanged. In fact, Misue Ice City has practiced the "long tail theory", if you can focus on the sinking market and concentrate the vast majority of tail customers, the profits will not be less than the head customers. For more than 20 years, the original intention has not only won the reputation of Misue Ice City, but also obtained a steady achievement phenomenon of products.

2.3 Gradually shape a corporate culture characterized by CRS to retain public attention

Many enterprises only take the performance of corporate social responsibility as tool to increase corporate exposure, enlarge visibility and eliminate negative effects, and the phenomenon of passive implementation of corporate social responsibility is very common. This deficiency of sustainable and utilitarian corporate social responsibility behavior of enterprises is detrimental to the long-term development of enterprises and the whole society. Only by converging corporate social responsibility into corporate culture and transforming it into corporate values and management concepts can we effectively realize the sustainable development of enterprises. Especially in the current context of social media and diversified we-media, consumers' emotions and behaviors often have tendentious potential energy, and enterprises' positive social responsibility theories and behaviors may achieve a brand [2].

Pay more attention to permanent corporate culture and the commitment of corporate social responsibility, and integrate righteousness and benefit. What's more, during the epidemic period, many factories producing masks, despite the virus, they still insist on working to provide the maximum supply of masks for the mask market. At the same time, they will not be lack of integrity and to start at, but still insist on selling masks at the original price. In fact, these enterprises are making contributions to society while completing their own profitable operations.

3. Analysis

The above three points are actually gradual steps, from shadow to deep. To continue the enthusiasm of users, the company still needs to make up for its shortcomings in product and design, and also needs to consider the company's strength, product quality, and sales strategy. The public will not develop a long-term consumption tendency due to a short-term CSR promotion.

3.1 About choosing effective channels

The promotion of corporate social responsibility is not the more frequent the more exceptional, and its benign effect on enterprises is not straightforward to obtain. On the one hand, companies need to propagandize their responsible behavior to the public; On the other hand, such communication is easy to be regarded by the audience as the enterprise's boast, doubt its authenticity, question its motivation to engage in these responsible behaviors, and even cause the overall evaluation of the enterprise to decline.

Faced with this dilemma, along with the rise of new publicity channels, enterprises are increasingly using visual elements in their corporate social responsibility dissemination. In terms of greatly enhancing the readability and fun of corporate social responsibility communication, the use of visual elements also helps enterprises to overcome the dilemma of dissemination and publicity to a large extent.

3.2 About forging conspicuous location

The path of a corporate also relies on brand effects. To develop a brand, it must label itself with a strong and unique label. In this rapidly changing information age, without labels, it is easy for consumers to forget. The services of "Haidilao" and the logistics of "JD" are both its remarkable features that have emerged from their own industry. Corporates should improve their product quality, create unparalleled product highlights, and gradually attract public attention to their products.

Good corporate positioning and label arouses emotional and spiritual value, with extraordinary premium effect, so that customers are willing to pay for value. It has a valuable amplification effect. According to Prahalad and Hamel, American economists, the core competitiveness of an enterprise has three characteristics: value, uniqueness and extensibility. Therefore, enterprises to seek their own labels and positioning, in fact, is also a means to develop their own comparative advantages and

uniqueness, so as to improve their core competitiveness, strive for long-term development, irreplaceable.

3.3 About making responsible culture

Corporate social responsibility can not only implement differentiation strategy and enhance the competitiveness of products and services by establishing a good social image, so as to obtain a favorable position in the market [3]. And the vitality and value of brands have become the key factors leading the development of enterprises. In addition to daily business, enterprises should attach importance to the creation of corporate culture, and also attach importance to the company's CSR in daily life, creating a responsible atmosphere for consumers. Make CSR a highlight of the company, rather than a fleeting opportunity.

Through the company's corporate culture of taking the initiative to assume social responsibility, to win brand reputation has become a wise choice under the current trend of rapid development of Internet technology and social platforms. Therefore, corporate brand building and culture shaping should incorporate corporate social responsibility, taking into account external factors and stakeholder relationships. At the same time, in addition to reflecting corporate social responsibility in the overall strategic goals of the enterprise, it is also necessary to cultivate the social responsibility of employees, which cannot only stay at the ideological level, but really do it, and use corporate social responsibility to increase the added value of the products provided by the enterprise. Enrich the company's dimension and improve the company's reputation.

4. Conclusion

President Xi pointed out at the entrepreneurs' forum: "Enterprises have both economic and legal responsibilities, as well as social and moral responsibilities." In the information explosion of the Internet platform, the speed of news dissemination can be made known to the public quickly, and these prerequisites render a good springboard for these companies to undertake corporate social responsibility.

Business is the end of traffic, and brand competitiveness is the starting point of traffic. In the case of brand power is not strong enough, fans have no loyalty at all. In the dominant situation of traffic, improving product design and quality, insight into consumers' interests, and building their own positioning and label are more crucial and more long-term propositions. Furthermore, if it is a utilitarian or fake behavior, it will be given itself away sooner or later. Only by really placing the economic goals and social goals of the enterprise simultaneously, sincerely flinging into the society, and making corporate social responsibility into its own corporate culture characteristics, can enterprises get the admiration and loyalty of consumers, casting off becoming the one-hit wonder and endeavoring to be in the ascendant.

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