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## CORPORATE SOCIAL RESPONSIBILITY CAMPAIGNS IN BRAND AWARENESS: SOCIAL MEDIA POSTS FOR CHILDREN'S EDUCATION<sup>1</sup>

Marka Farkındalığında Kurumsal Sosyal Sorumluluk Kampanyaları: Sosyal Medyada Çocukların Eğitimine Yönelik Paylaşımlar

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### ABSTRACT

Globalization, technological developments and the increasing competition in the business world today require that institutions must develop management and communication strategies and practices to survive, highlight their differences and rise to prominence. At this juncture, the concept of "corporate social responsibility" gains even more importance, considering the changing expectations of societies and individuals from institutions under contemporary circumstances. At the same time, implementing the right communication strategies in carrying out corporate social responsibility campaigns is also significant for the campaign to reach its target audience. In this context, social media allows institutions to introduce themselves, reach large masses, communicate interactively and perceive the characteristics and expectations of the target group accurately in corporate social responsibility campaign communications, in addition to its important and active role in the establishment of brand awareness and its enhancement.

The main purpose of this study is to understand the role social media posts play on brand awareness during corporate social responsibility campaign communications for children's education. Data for the study is collected with the survey method, which is a quantitative research technique. The survey is filled by the respondents online with the participation of 315 respondents. The findings of the study conclude that social media has a positive effect on brand awareness in the corporate social responsibility campaign communications for children's education.

**Keywords:** Corporate Social Responsibility, Social Media, Brand Awareness

### ABSTRACT

Günümüzde; küreselleşme, teknolojik gelişmeler ve iş dünyasında rekabetin artması kurumların ayakta kalabilmeleri ve farklarını ortaya koyarak kendilerini ön plana çıkarabilmeleri için yönetim ve iletişim stratejileri geliştirmelerini ve uygulamalarını zorunlu kılmıştır. Bu noktada, günümüz koşullarında, toplumların ve bireylerin kurumlardan beklentilerinin de değişiklik gösterdiği göz önünde bulundurulduğunda, "kurumsal sosyal sorumluluk" kavramı gittikçe daha fazla önem kazanmaktadır. Aynı zamanda, kurumsal sosyal sorumluluk kampanyalarının hayata geçirilmesinde doğru iletişim stratejilerinin uygulanması, kampanyanın hedef kitleye ulaşabilmesi açısından oldukça önem taşımaktadır. Bu bağlamda, kurumsal sosyal sorumluluk kampanyalarının iletişiminde sosyal medya kurumlara; kendini tanıtmaya, geniş kitlelere ulaşabilme, interaktif iletişim oluşturabilme ve hedef kitlenin özelliklerini ve beklentilerini daha doğru algılama imkanı sunmakta ve marka farkındalığının oluşumunda ve artırılmasında önemli ve etkin bir rol oynamaktadır.

Bu çalışmanın temel amacı; çocukların eğitimine yönelik kurumsal sosyal sorumluluk kampanyalarının iletişiminde sosyal medya paylaşımlarının marka farkındalığı üzerindeki rolünü anlamaya yöneliktir. Çalışmanın verileri, nicel bir araştırma tekniği olan anket yöntemi ile toplanmıştır. Anket katılımcılara online olarak uygulanmıştır ve araştırmaya toplam 315 kişi katılmıştır. Araştırmada elde edilen bulgulara göre, çocukların eğitimine yönelik kurumsal sosyal sorumluluk kampanyalarının iletişiminde sosyal medyanın marka farkındalığına olumlu yönde etki ettiği sonucuna ulaşılmıştır.

**Anahtar Kelimeler:** Kurumsal Sosyal Sorumluluk, Sosyal Medya, Marka Farkındalığı

<sup>1</sup> This article is derived from the ongoing doctoral dissertation under the supervision of Prof. Filiz Balta Peltekoğlu at Marmara University, Institute of Social Sciences, Department of Public Relations and Publicity.

## 1. INTRODUCTION

Globalization, technological developments and the increasing competition in the business world today require that institutions must develop management and communication strategies and practices to survive, highlight their differences and rise to prominence.

In the changing and developing world order, expectations of societies and individuals from institutions are also changing. It does not appear to be likely that institutions can survive merely by production and attempts to meet their goals of earning maximum profit. At this point, the concept of “corporate social responsibility” gains more and more importance for institutions with each passing day. Institutions’ feelings of responsibility towards the society in which they exist, sensitivity towards social, economic and environmental matters and issues and their practices to come up with solutions provide myriad benefits to both the society and the institutions. Taking action with the mindset of corporate social responsibility boosts the esteem of the institution within the society, ensures that it becomes more prominent in the sector with such differentiation and positively reflects on brand awareness.

The adoption of an understanding of corporate social responsibility and taking action within such a mindset are important for institutions; but it is equally important to convey these approaches to their target groups via right communication strategies. Social media became an indispensable part of communication today, along with the technological developments. Social media provides institutions with the opportunity to reach larger masses and interactively communicate with their target audiences. Institutions can find the chance to promote their identities and brands to their target groups and understand the characteristics and expectations of their target audiences better thanks to interactive communication, as they utilize social media in their communication strategies. In this context, social media plays quite an important and active role in corporate social responsibility campaign communications in terms of reaching target audiences and improving brand awareness.

## 2. CONCEPTUAL FRAMEWORK

### 2.1. Corporate Social Responsibility and Communication

It is not possible to mention a single and widely accepted definition of corporate social responsibility. Since corporate social responsibility is intertwined with social, economic, political, legal and moral matters, it is approached from different points of view.

Kotler and Lee (2008) state that corporate social responsibility is an obligation, undertaken to improve the welfare of the society via voluntary business practices and institutional contributions. The fundamental feature of this definition is the emphasis on corporate social responsibility being ‘voluntary’. Davis (2009), on the other hand, claims that corporate social responsibility refers to the firm’s decisions and actions, taken directly or at least partially due to reasons that are beyond its economic or technical interests. According to Wood (2009), the main idea that underlies corporate social responsibility is the intertwinement of the enterprise and the society, rather than the consideration that they are completely separate; thus, the society has certain expectations regarding the behavior of the enterprise and relevant consequences.

Social responsibility is the form enterprises use to render their responsibilities visible through activities such as charity work and sponsorships to prove that they are, in fact, sensitive towards social issues and are looking out for the general interest of the society, to which enterprises owe their existences, in addition to their own. In other words, corporate social responsibility is not only social responsibility projects – it also includes the economic, ethical and legal obligations of institutions. Otherwise other institutions, which attempt to make themselves heard via only social responsibility projects but do not fulfill their social responsibilities can be in question (Peltekoğlu, 2007). That is also because it is not enough for an enterprise to fulfill its mandatory obligations today; it must also fulfill “voluntary obligations” and even turn it into a part of its corporate culture (Peltekoğlu and Tozlu, 2017).

As issues rise in all parts of the society, so does sensitivity. The public expectation from the private sector that they must be more sensitive towards social issues has been growing substantially in recent years. Conducted every year by Capital and GFK collaboration, Corporate Social Responsibility Survey clearly illustrates it too. According to the survey, 58% of the public, who participated in said research study, stated that companies have responsibilities in terms of social issues in 2016 and this rate increased to 84% in 2020. In parallel with this expectation, company practices started to highlight corporate social responsibility (<https://www.capital.com.tr/is-dunyasi/arastirmalar/en-genc-projeler>).

The conducted research studies also show that there is a close link between social responsibility projects and how the institution is perceived. Therefore, institutions must not only carry out social responsibility projects, but also must carry out project communications well to evoke the desired effect (Peltekoğlu and Tozlu, 2017).

Communication is key to maximizing the opportunities that arise with corporate social responsibility practices (Tench and Jones, 2013). Golob et al. (2013) state that the notion of corporate social responsibility has been approached from different perspectives. The perspectives in question are public relations and corporate communications, marketing communications, organizational communication and organizational studies.

According to Quinn and Throne (2014), the institution's economic, legal, ethical and charitable responsibilities turn into stakeholder expectations and when they are merged with a stakeholder analysis, they form a matrix to help make decisions regarding communication priorities. Once the priorities are identified, the company would decide on the communication approach, including appropriate messages and media, in order to go about the most important interests or concerns of the stakeholders. Moreover, plans are to be made to effectively communicate on matters of importance, receive feedback and sustain the dialogue.

The fundamental point in the establishment of an effective corporate social responsibility communications strategy is the manner, in which stakeholder concerns will be diminished and the corporate goals in a company's corporate social responsibility activities will be relayed (Du, Bhattacharya and Sen, 2010).

## 2.2. Corporate Social Responsibility Campaigns for Children's Education

Projects for children's education with respect to field and target groups are widely preferred and implemented in corporate social responsibility campaigns, carried out by companies/brands.

According to a report, published by Human Development Foundation (INGEV – İnsani Gelişme Vakfı) in March 2019, companies gravitate towards children, who comprise the most vulnerable group in the society, in terms of their corporate social responsibility projects and regardless of their area of activities. Accordingly, the largest share of corporate social responsibility projects, where the selected target audience is children, belongs to education (64%), followed by social support (15%) and culture and arts (8%). In this sense, subfields of the field of education for children include school renovations, provision of trainings concerning recycling and sustainable practices, energy efficiency, establishment of units such as laboratories/gyms/ateliers, children's libraries, activities for gender equality in areas such as mathematics/science and engineering, trainings for academic excellence, adaptation of disadvantaged children, healthy diets, parent trainings and artistic trainings (<http://ingev.org/raporlar/Ingev-Rapor-KSS.pdf>).

Not only brands for children, but brands from all sectors in Turkey place more emphasis on social responsibility projects of children today. At this juncture, it carries great importance for social responsibility projects concerning children to be sustainable. The main goal of such projects must be to focus on one of the multiple issues that children will face in their lives and to attempt to improve said issue for the long term, instead of providing a temporary solution. Other important factors for the success of such projects include the stance of the company and the agreement of company management and employees with respect to the social responsibility project (Gürak, 2017).

### 2.3. Brand Awareness and Corporate Social Responsibility

Brand awareness is a potential buyer's ability to recognize or remember that the brand is a member of a particular product category. There is a link between product class and the brand (Aaker, 1991). According to Percy and Rossiter (1992), brand awareness can be defined as a buyer's capability to define a brand in a category in sufficient detail for purchase. According to Aaker (2008), on the other hand, brand awareness is quite an enduring and hence sustainable asset. It may be quite challenging to overthrow a brand that possesses a dominant awareness.

The more a consumer "experiences" the brand by seeing it, hearing it or thinking about it, the higher the likelihood that the consumer will register said brand to his or her memory. Therefore, anything that would help consumers experience an element of the brand (brand name, symbol, logo, character, package or slogan or any advertisements and promotions that involve them, as well as sponsorship and event marketing, publicity and public relations, outdoor advertising and so on) may increase the brand element's recognition and awareness (Keller, 2013).

It is observed in the recent years that the brand's emotional dimension is more prominent than its rational dimension. Consumers make their purchasing decisions, based on symbolic product quality and emotional experiences, rather than the products' physical properties now. In order for the product or the service to differentiate itself during the process of branding, these emotional and symbolic qualities must be ensured (Van de Ven, 2008; cited by Özdemir, 2009). In this context, companies may carry out social responsibility campaigns to generate such distinction. The display of a strong social responsibility policy is viewed to be a very influential way of generating positive printing for companies (<https://www.cleverism.com/using-corporate-social-responsibility-improve-brand/>).

According to Pringle and Gordon (2001) "return to spiritual values has been a notion that expands people's horizons of shopping. Rational and functional brand values aside, people now search for values beyond the emotional and psychological brand properties. Environmentalists, lobbyists and consumers themselves now question the role of institutions in the society, investigating the matter of how these institutions are contributing to the society, aside from the taxes they pay and the job opportunities they provide." In this sense, corporate social responsibility campaigns are substantially necessary and effective in the process of generating brand awareness for institutions.

A social responsibility campaign can both be implemented in strategic partnership between a company and an association or voluntary agency within a designated field and directly achieve the goal itself. Whatever the method is, a social purpose can bestow 'credo' or 'belief system' upon the brand and significantly improve consumer perceptions and purchasing intentions. A social responsibility campaign can also help the company improve valuable relations with a series of important stakeholders such as its employees, suppliers and government institutions (Pringle and Thompson, 2000).

There is a fine line between generating brand awareness with social responsibility campaigns and ensuring visibility. When it comes to visibility, the company advertises a few or more times more than the financial aid it provides to appear as if it is conducting a social campaign. This kind of charitable mentality has a conspicuous nature. The actual purpose exceeds social benefit. When it comes to awareness, on the other hand, the company aims to draw attention to the social responsibility campaign and declare to the public that the brand is, in fact, careful about a social event. At this point, the actual goal is to generate brand awareness that the brand is part of a social responsibility campaign, rather than the creation of brand awareness in consumers via social responsibility campaigns. From this perspective, the company views social responsibility as an absolute goal and its brand as a means to ensure social benefit (Tıǧlı, Pirtini and Çelik, 2007).

### 2.4. Corporate Social Responsibility Communications and Social Media Posts in Brand Awareness

The growing use of internet renders digital environments and social media useful platforms, through which brands communicate with their stakeholders in faster and easier manners. In *Sektörün Penceresinden Halkla İlişkiler (Public Relations from the Sector's Window)*, Filiz Balta Peltekoǧlu



and Arın Saydam (2008) list the predictions of public relations sector representatives in Turkey concerning the future decade of the profession; accordingly, it is safe to say that the predictions about the change to come to communication methods, the influence of said changes on every task in the field of public relations due to communication technologies and the internet's future as a widespread means of public relations have all come true (cited by Peltekoğlu and Askeroğlu, 2020).

As a matter of fact, the growing use of social media platforms offer new environments to brands for communication purposes, while the brands' communication with their stakeholders through social media platforms becomes more common.

Social media allows people to share content, their thoughts and relations online. As a platform, social media is different than traditional media in the sense that everyone can create content, comment on and add to them. Social media can be in the form of text, sound, video, image and community (Scott, 2015). According to Macy and Thompson (2011), social media has to do with human relations, interactions and value adding stories. Furthermore, social media is a communication channel and must be integrated into the company and/or corporate marketing plan.

Data revealed by the research studies regarding levels of use of digital platforms explain the importance of sustaining the communications of social responsibility campaigns in digital environments as well. In this context, using social media in social responsibility campaign communications, aside from traditional channels, is virtually a requirement today, especially considering access to younger populations (Peltekoğlu and Tozlu, 2018).

Today, use of social media in corporate social responsibility campaigns is becoming a widely adopted method by companies/brands. According to Hutter et al. (2013), the reality of new marketing communications and the gradually increasing effect of social media interactions on purchasing decisions offer new opportunities to companies.

Companies can also share their corporate social responsibility activities on social media platforms. Even though the media does not cover it at all, this would be an effective way of providing information to the public about the social responsibility efforts of the company. At this point, one must be careful about placing emphasis on being active. It would be to the company's benefit to use social media actively to raise awareness concerning its social responsibility activities and boost its brand value at the same time (<https://www.cleverism.com/using-corporate-social-responsibility-improve-brand/>).

Social media is a key factor in creating brand awareness. That is because it is a suitable platform for brands to sustain their customer relations, in addition to presenting them with opportunities to attract new customers (<https://www.business2community.com/social-media/how-social-media-increases-brand-awareness-02165638>).

With respect to brand awareness on social media, companies must first take into consideration the characteristics and social media usage rates of their target audiences and select the appropriate social media tool for the activities they plan. Additionally, the use of photographs, videos, interactive games and so on will be influential on the selection of the social media tool for the social media practices of the company. Moreover, companies must consider that social media is more active in comparison with other media, messages can spread very rapidly and they must foresee potential crises and take necessary precautions to that end, which will strengthen the brand (Akıncı Vural et al., 2016).

Playing important roles in increasing brand awareness, social platforms deliver brands to wider masses, while ensuring that they reach the right target audience at the same time. Furthermore, another advantage of social media is its quick access to the target groups of the brands. Thanks to social media, brands can interact with their target groups and carry out their promotions in accurate and reliable ways. Brands that utilize social media with specific and right communication strategies increase their brand awareness with each passing day (<https://digitalage.com.tr/sosyal-medyanin-markalar-uzerinde-etkisi-artiyor/>).

### 3. THE AIM OF THE STUDY AND HYPOTHESES

The main purpose of this study is to understand the role of social media posts on brand awareness in the corporate social responsibility campaign communications for children's education.

The tested hypotheses within the scope of the study are presented below:

H1: Social media posts of a brand about the corporate social responsibility for children's education have a positive impact on brand awareness.

H2: It would have a positive impact on brand awareness for a brand to transfer a particular amount of the paid price to corporate social responsibility projects for children's education.

### 4. METHODOLOGY

#### 4.1. Research Model

This research study, carried out to determine the impact of social media on brand awareness in corporate social responsibility campaign communications for children's education, utilizes the survey model.

The survey model is defined by Karasar (2016) as “*the description of the subject of the research with its current characteristics, without any interventions to alter the circumstances whatsoever on the population or the sample that is selected from within the population.*” Therefore, the matters, on which the research is based, must be examined without causing any changes and with regards to the distribution among the individuals, comprising the sample (Büyüköztürk et al., 2013).

#### 4.2. Population and Sample

The population for the research study consists of individuals in Turkey over the age of 18. The sample, on the other hand, consists of a total of 315 respondents, selected with random sampling method from amongst the individuals in the aforementioned population.

#### 4.3. Limitations of the Study

Within the framework of the designated method, the survey study is carried out on an online platform only. Another limitation of the study is related to the group of respondents. This study investigates the impact of social media posts concerning corporate social responsibility projects for children's education on ‘consumers’ brand awareness. In this sense, corporate social responsibility projects and social media posts of companies and their impact on other stakeholders are excluded from the scope of the study, for they would represent the subject matter for another study.

#### 4.4. Data Collection

Data from the research study is collected with the survey method, which is a quantitative research technique. The survey was filled by the respondents on an online platform. The questionnaire for the survey includes 20 five point Likert scales and 5 single item scales. The demographic information, on the other hand, is collected via 4 questions regarding age, sex, educational status and level of income.

#### 4.5. Data Analysis

Quantitative analysis method is employed to analyze the data. Quantitative analyses are defined as “*the analyses of the data, collected in line with the purposes of the research study, by transforming the data into statistics, aiming to reach findings this way*” (Dawson, 2015). To that end, SPSS 25.0 statistical software is used.

Frequency and percentage analyses, as well as descriptive statistical methods such as mean and standard deviation are employed to identify the findings concerning the socio-demographics of the respondents and the findings concerning the impact of social media on brand awareness with respect to corporate social responsibility campaign communications for children's education.

Examination of the impact of social media on brand awareness in corporate social responsibility campaign communications for children's education with respect to sex, age, educational status and

level of income, on the other hand, is carried out with chi-square analysis, since the responses are analyzed with frequency and percentages. Level of significance is accepted to be  $p < 0.05$  and the confidence interval is accepted to be 95% for all of the analyses.

## 5. FINDINGS

### 5.1. Findings Regarding the Socio-demographics of Respondents

A total of 315 respondents participated in this research study, aimed at identifying the impact social media has on brand awareness in the corporate social responsibility campaign communications for children's education. Table 1 shows the distribution of respondents by sex, age, educational status and level of income.

**Table 1.** Distribution of Respondents by Socio-demographics

		N	%
Sex	Female	263	83.5
	Male	52	16.5
Age	18-25	25	7.9
	26-35	142	45.1
	36-45	102	32.4
	46-55	27	8.6
	56+	19	6.0
Educational status	Primary education	17	5.4
	High school	66	21.0
	Undergraduate	127	40.3
	Masters/PhD	105	33.3
Total household income	3000 TL and less	38	12.1
	3001-5000 TL	57	18.1
	5001-7000 TL	50	15.9
	7001-9000 TL	46	14.6
	9001 TL and more	124	39.4
<b>Total</b>		<b>315</b>	<b>100</b>

As can be viewed in Table 1, 83.5% of the respondents ( $n=263$ ) are women and 16.5% are men ( $n=52$ ). The distribution of respondents by age shows that 7.9% of the respondents ( $n=25$ ) are between 18 and 25; 45.1% are between 26 and 35 ( $n=142$ ); 32.4% are between 36 and 45 ( $n=102$ ); 8.6% are between 46 and 55 ( $n=27$ ) and 6% are 56 and above ( $n=19$ ).

Moreover, 5.4% of the respondents ( $n=17$ ) graduated from primary school; 21% graduated from high school ( $n=66$ ); 40.3% graduated from an undergraduate program ( $n=127$ ) and 33.3% graduated from a master's or doctoral program ( $n=105$ ).

The total household income is 3000 TL and lower for 12.1% of the respondents ( $n=38$ ); 3001 – 5000 TL for 18.1% of the respondents ( $n=57$ ); 5001 – 7000 TL for 15.9% of the respondents ( $n=50$ ); 7001 – 9000 TL for 14.6% of the respondents ( $n=46$ ) and 9000 TL and above for 39.4% of the respondents ( $n=124$ ).

### 5.2. Findings concerning the Impact of Social Media on Brand Awareness in Corporate Social Responsibility Campaign Communications for Children's Education

In order to determine the impact of social media on brand awareness in corporate social responsibility campaign communications for children's education, respondents were asked about their opinions regarding social media posts of a brand about its corporate social responsibility campaign, conducted for children's education. Point averages of respondent opinions about this question are provided in Table 2.

**Table 2.** Point Averages of Respondent Opinions Regarding Social Media Posts of a Brand about Its Corporate Social Responsibility Campaign for Children's Education

Social media posts of a brand about its corporate social responsibility campaign, conducted for children's education...	n	$\bar{x}$	Sd
They would catch my attention and my interest.	315	4.27	0.92
I would notice the brands among others.	315	4.23	0.92
They would positively influence my thoughts on that brand.	315	4.23	0.94
They would influence my decision to purchase that brand.	315	4.05	1.06
I would continue to buy this brand consistently to support the campaign.	315	3.55	1.17
I would prefer this brand from amongst the brands in the same category in order to support this campaign, even if I have to pay more for it.	315	3.48	1.21
I would share the campaign on my own social media account to support it.	315	3.34	1.38

As can be seen in Table 2, responses with the highest averages are “*They would catch my attention and my interest*” ( $\bar{x}=4.27$ ); “*I would notice the brands among others*” ( $\bar{x}=4.23$ ); “*They would positively influence my thoughts on that brand*” ( $\bar{x}=4.23$ ); “*They would influence my decision to purchase that brand*” ( $\bar{x}=4.05$ ) and “*I would continue to buy this brand consistently to support the campaign*” ( $\bar{x}=3.55$ ). It is possible to say that the respondents “agree” with the statements, which have an average of 3.50 – 4.50.

The aforementioned statements are followed by, respectively, “*I would prefer this brand from amongst the brands in the same category in order to support this campaign, even if I have to pay more for it*” ( $\bar{x}=3.48$ ) and “*I would share the campaign on my own social media account to support it*” ( $\bar{x}=3.34$ ). According to averages, it is possible to claim that respondents were “neutral” towards these statements.

The frequency and percentage distributions about the statements regarding the impact of corporate social responsibility campaigns for children's education on brand awareness, on the other hand, are presented in Table 3.

**Table 3.** Distribution of Responses Regarding the Social Media Posts of a Brand's Corporate Social Responsibility Campaign for Children's Education

Social media posts of a brand about its corporate social responsibility campaign, conducted for children's education...	1		2		3		4		5	
	n	%	n	%	n	%	n	%	n	%
They would catch my attention and my interest.	6	1.9	9	2.9	40	12.7	98	31.1	162	51.4
I would notice the brands among others.	6	1.9	10	3.2	39	12.4	111	35.2	149	47.3
They would positively influence my thoughts on that brand.	5	1.6	12	3.8	46	14.6	95	30.2	157	49.8
They would influence my decision to purchase that brand.	12	3.8	14	4.4	55	17.5	99	31.4	135	42.9
I would continue to buy this brand consistently to support the campaign.	20	6.3	36	11.4	89	28.3	90	28.6	80	25.4
I would prefer this brand from amongst the brands in the same category in order to support this campaign, even if I have to pay more for it.	24	7.6	42	13.3	85	27.0	88	27.9	76	24.1
I would share the campaign on my own social media account to support it.	44	14.0	45	14.3	72	22.9	67	21.3	87	27.6

\* 1: I strongly disagree, 2: I disagree, 3: I do not know, 4: I agree, 5: I strongly agree.

As can be seen in Table 3, the combined rate of those, who responded “I agree” and “I strongly agree” point out that a brand's corporate social responsibility campaign, conducted for children and education, catch the attention of 82.5% of the respondents and ensure that the brand is noticed more among other brands. Additionally, 80% of the respondents stated that their opinions on the brand would be positively influenced.

Furthermore, 74.3% of the respondents stated that these campaigns would affect their purchase of the brand and 54% stated that they would continue to purchase in order to support the campaign. Those, who would prefer this brand to support the campaign, even if they have to pay more represent 52% and



those, who would share the campaign on their own social media accounts to support it represent 48.9% of the respondents.

Based on these findings, the first hypothesis of the study, **H1: “Social media posts of a brand about the corporate social responsibility for children’s education have a positive impact on brand awareness.” is confirmed.**

The distribution of the responses to the question, “Would it have a positive impact for you, when a brand donates a portion of the amount you pay to corporate social responsibility projects for children’s education?” are provided in Table 4.

**Table 4.** Individuals’ Evaluations for the Question “Would it have a positive impact for you, when a brand donates a portion of the amount you pay to corporate social responsibility projects for children’s education?”

		n	%
Would it have a positive impact for you, when a brand donates a portion of the amount you pay to corporate social responsibility projects for children’s education?	Yes	293	93.0
	No	11	3.5
	I do not have an idea	11	3.5

Accordingly, 93% (n=293) of the respondents stated that it would generate a positive impact on their perception of a brand, when the brand donates a portion of the amount they pay to corporate social responsibility projects for children’s education. Those, who state that they do not have an idea about it and those, who stated that it has no such effect on them, are each detected to represent 3.5% (n=11) separately for these two responses.

Based on these findings, **H2: “It would have a positive impact on brand awareness for a brand to transfer a particular amount of the paid price to corporate social responsibility projects for children’s education,”** from amongst the hypotheses of this study, is **confirmed.**

## 6. CONCLUSION

Corporate social responsibility campaigns can be carried out in many areas, which would benefit the society. Considering that social responsibility is an investment for the future, projects that are conducted for children and their education appear to be even more important, for children are the future of the society. From this perspective, this study focuses on corporate social responsibility campaigns for children’s education.

A total of 315 persons participated in this study, the main purpose of which is to determine the impact of social media on brand awareness with respect to corporate social responsibility campaign communications for children’s education. According to the findings of this study, a corporate social responsibility campaign, conducted by a brand for children and education, catches the attention of 82.5% of the respondents and ensure that they notice the brand from amongst other brands. Also, 80% of the respondents stated that their opinions regarding the brand would be positively influenced. Additionally, 74.3% of the respondents stated that such campaigns would influence their decisions to purchase the brand and 54% stated that they would continue to purchase the brand to support the campaign, which are among the findings that prove that social responsibility campaigns are quite influential on brand awareness. Based on these findings, the first hypothesis of the study, “H1: Social media posts of a brand about the corporate social responsibility for children’s education have a positive impact on brand awareness,” is validated.

Moreover, it is observed within the scope of this study that social responsibility campaigns for children’s education do have quite an impact on brand awareness. One of the remarkable findings of the study is the response from 93% of the respondents, stating that they would be positively influenced, when a brand donates a portion from the amount they pay to the brand to corporate social responsibility projects for children’s education. Therefore, another hypothesis, posited for the study, “H2: It would have a positive impact on brand awareness for a brand to transfer a particular amount of the paid price to corporate social responsibility projects for children’s education,” is validated as well.

Consequently, this study concludes that social media has a positive impact on brand awareness in the corporate social responsibility campaign communications for children’s education. In this context, companies’ continuation of their activities within the frameworks of social responsibility and



actualization of social responsibility projects would both contribute to the future of the society and reflect positively on their brand awareness.

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