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Difference of CSR activities and communication between B2B and B2C companies

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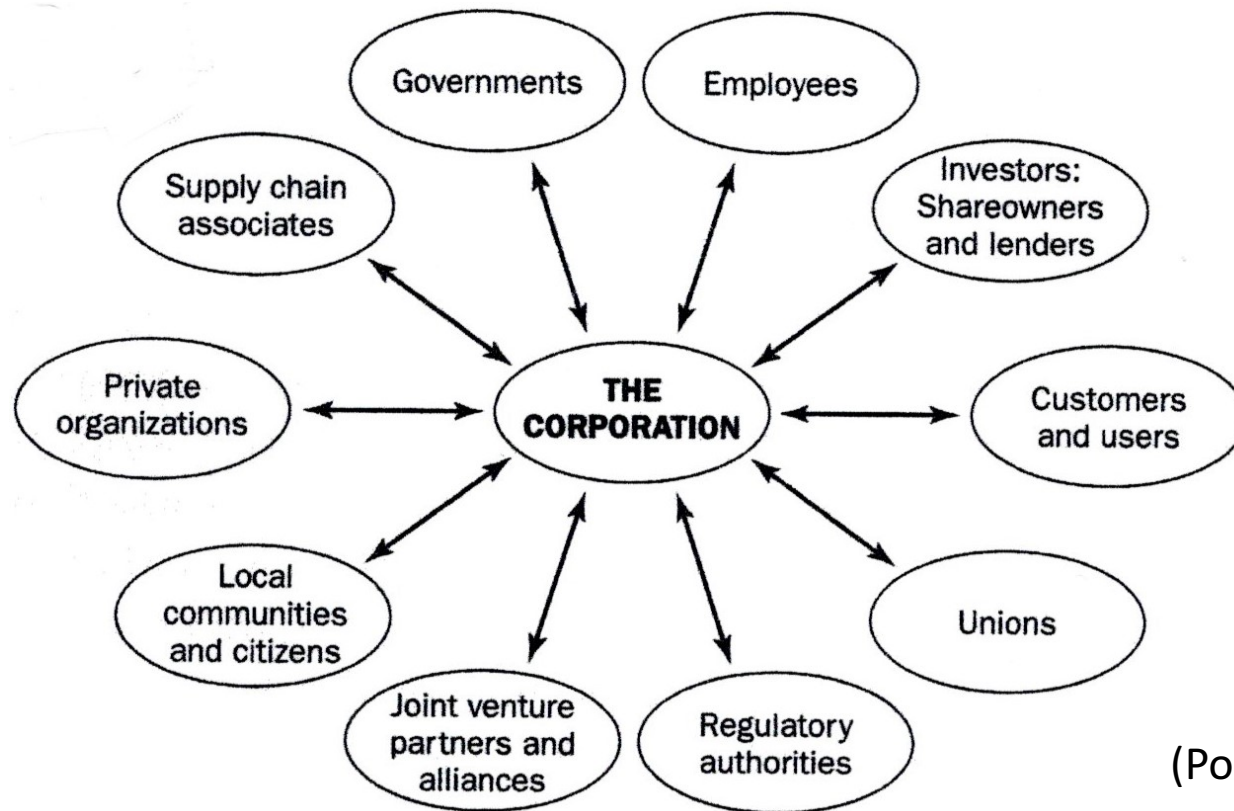
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Purpose of the study

- Understanding the difference of CSR activities and communication, especially for communities, between B2B and B2C companies.

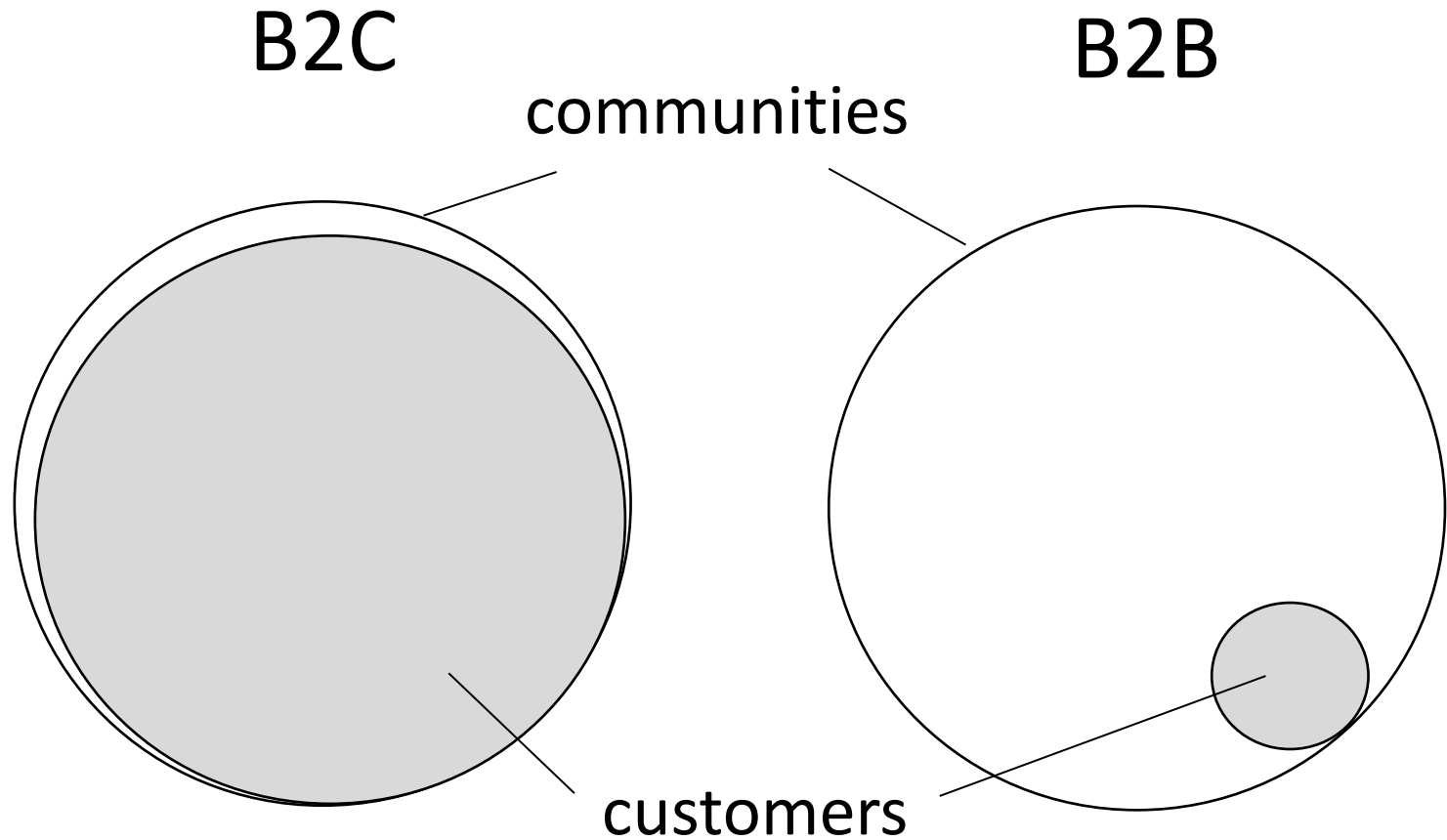
Stakeholder map

In the map, stakeholders are positioned as if each stakeholder were independent and all companies faced the similar stakeholders... **Really?**



(Post et al., 2002)

The extent of overlapping of communities with customers



Research question

- What are the differences in CSR communication for communities between B2B and B2C companies?
- What are the differences in CSR activities between B2B and B2C companies?

Method = Case study (interview)

1. Difference in CSR communication (B2B: 7 / B2C: 5)
 - A) Objects
 - B) Contents
 - C) Media used for
2. Difference in CSR activities (B2B: 2 / B2C: 2)
 - A) Main target
 - B) Contents

Results: Communication (A)

- Objects
 - Both: disclosure
 - B2C: sales promotion
 - B2B: sustainability of the company
 - improvement of company awareness and understanding (especially for recruiting)
 - smoothness of operation
 - sustainability of organization

Results: Communication (B)

- Contents
 - Both: environmental protection, CSR activities
 - B2C: not applicable
 - B2B: presence of the company
 - social value of their own business
 - significance of existence

Results: Communication (C)

- Media used for
 - Both: website, corporate advertising, events
 - B2C: social media, publicity
 - B2B: not applicable

Results: CSR activities(A)

- Main target
 - Both: not applicable
 - B2C: customers (\approx communities)
 - B2B: communities

Results: CSR activities(B)

- Contents
 - Both: activities connecting with their own business
 - B2C: customer-oriented activities
 - B2B: society-oriented activities

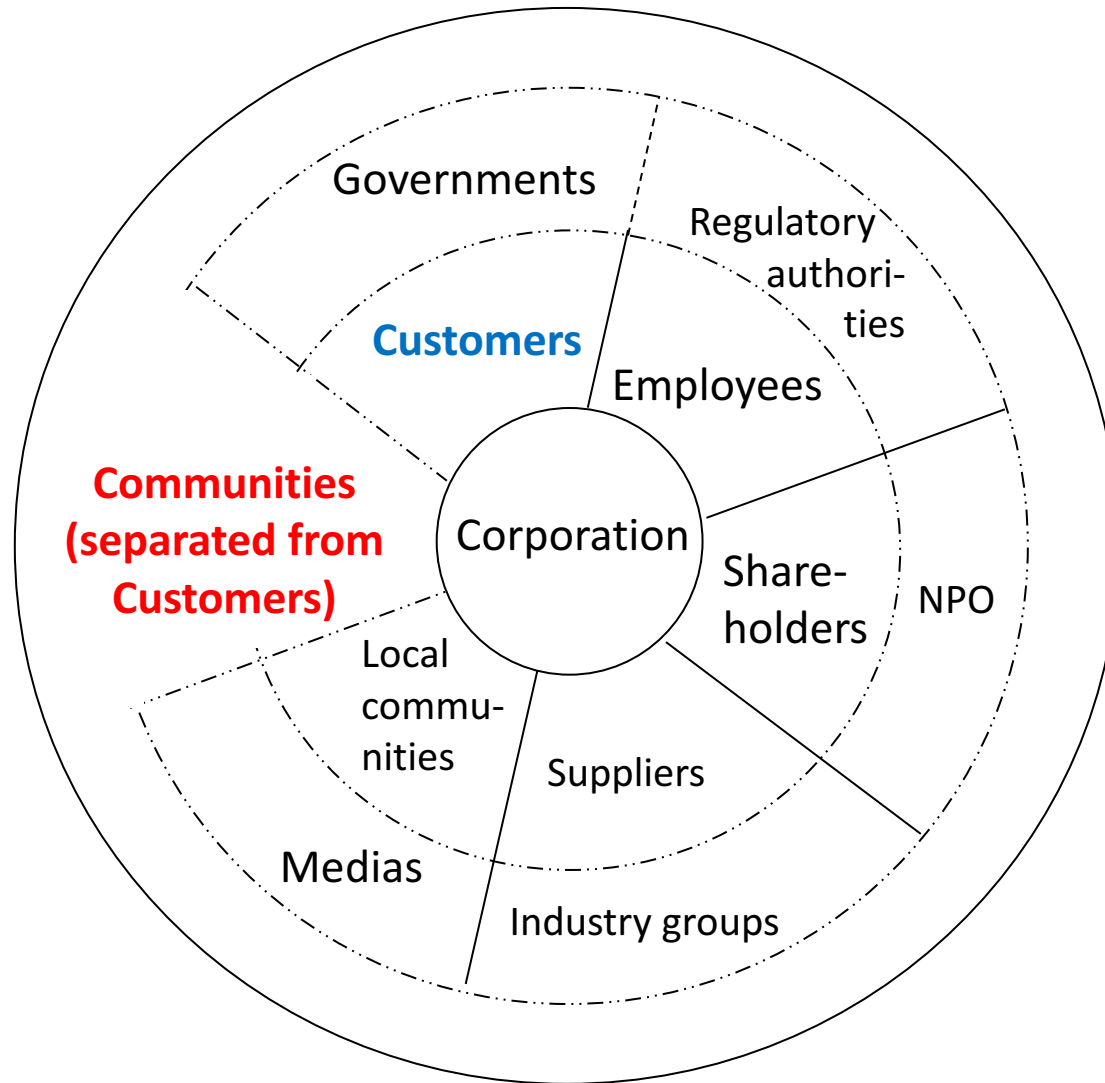
Discussion (1)

- Overall, CSR activities and communication of B2C companies are customer-oriented. On the other hand, those of B2B companies are society- or community-oriented.
- B2B companies use their CSR activities and communication not for increasing their sales like B2C companies, because their customers are limited and rationally decide whether to make deals with the company or not; but for gaining the presence of their own and sustaining their business.

Discussion (2)

- B2B companies would be asked to draw their own stakeholder map, which is different from that of B2C companies. To do so, B2B companies will be able to reach their important stakeholders effectively and efficiently.

Stakeholder map for B2B companies



Future research

- Quantitative investigation is needed, in order to test the difference of CSR activities and communication between B2B and B2C companies.
- Comparative study is needed, because this study hire the Japanese cases only.

Literature

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