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## ENVIRONMENTAL AWARENESS IN THE SOCIAL NETWORK INSTAGRAM: THE IMPACT OF THE MATERIALS ON CORPORATE SOCIAL RESPONSIBILITY OF A COMPANY

The aim of the article is to clarify the impact of materials about corporate social responsibility on environmental awareness of the audience in Instagram. For this study, the content analysis research method was used. This method allowed to analyze the posts of an operating company in Kazakhstan, which contain information about their environmental activities, as well as data on user activity in the comments to such posts.

The article analyzed the number and types of messages related to CSR, as well as their impact on the attitude of users to companies. The results showed that CSR is an important tool for attracting users' attention on social networks and increasing users' environmental awareness, as well as the level of trust in companies. In addition, the publication of materials on CSR can be an effective tool in the PR strategy of the Kazakhstani companies. Based on the results of the study, the article offers recommendations for Kazakhstani companies in the field of using CSR in social networks to build an effective PR strategy. The results also showed that materials on corporate social responsibility could have a positive impact on the audience's environmental awareness in social network Instagram, increasing interest in environmental issues and stimulating society to discuss this topic. These results can be useful for companies when forming their strategy of using social networks to promote their environmental and social initiatives.

**Keywords:** social networks, environmental awareness, audience.

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### Instagram әлеуметтік желісіндегі экологиялық хабардарлық: компания мысалында материалдардың корпоративтік әлеуметтік жауапкершілікке әсері

Бұл зерттеудің мақсаты Instagram әлеуметтік желісі аудиториясының экологиялық хабардарлығына корпоративтік әлеуметтік жауапкершілік туралы материалдардың әсерін анықтау болып табылады. Зерттеу үшін контент-талдауды зерттеу әдісі пайдаланылды, оның барысында Қазақстандағы жұмыс істеп тұрған компанияның экологиялық қызметі туралы ақпаратты қамтитын жазбалары талданды, сондай-ақ осындай жазбаларға түсініктеме беретін пайдаланушылардың белсенділігі туралы деректер жиналды.

Мақалада КӘЖ-мен байланысты хабарламалардың саны мен түрлері, сондай-ақ олардың пайдаланушылардың компанияларға қатынасына әсері талданды. Нәтижелер КӘЖ әлеуметтік желілерде пайдаланушылардың назарын аударудың және пайдаланушылардың экологиялық хабардарлығын, сондай-ақ компанияларға деген сенім деңгейін арттырудың маңызды құралы екенін көрсетті. Сонымен қатар КӘЖ туралы материалдарды жариялау қазақстандық компаниялардың PR-стратегиясында тиімді құрал бола алады. Зерттеу нәтижелеріне сүйене отырып, мақала тиімді PR-стратегияны құру үшін әлеуметтік желілерде КӘЖ пайдалану саласындағы қазақстандық компанияларға ұсынымдар ұсынады. Сондай-ақ нәтижелер корпоративтік әлеуметтік жауапкершілік туралы материалдар Instagram әлеуметтік желісіндегі аудиторияның экологиялық хабардарлығына оң әсер етіп, экологиялық проблемаларға қызығушылықты арттырып, қоғамды осы тақырыпқа ынталандыратынын көрсетті. Бұл нәтижелер компанияларға өздерінің экологиялық және әлеуметтік бастамаларын ілгерілету үшін әлеуметтік медианы пайдалану стратегиясын құруда пайдалы болуы мүмкін.

**Түйін сөздер:** әлеуметтік медиа, экологиялық хабардарлық, аудитория.

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### **Экологическая осведомлённость в социальной сети Instagram: влияние материалов на корпоративную социальную ответственность компании**

Целью данного исследования является изучение влияния материалов о корпоративной социальной ответственности на экологическую осведомленность аудитории социальной сети Инстаграм. Метод исследования: контент-анализ, в ходе которого были проанализированы посты действующей компании в Казахстане, содержащие информацию об их экологической деятельности, а также собраны данные об активности пользователей в комментариях к таким постам.

В статье были рассмотрены количество и типы сообщений, связанные с КСО, а также их влияние на отношение пользователей к компаниям. Результаты исследования показали, что КСО является важным инструментом для привлечения внимания пользователей в социальных сетях и повышения экологической осведомленности пользователей, а также уровня доверия к компаниям. Кроме того, публикация материалов о КСО может быть эффективным инструментом в PR-стратегии казахстанских компаний. Основываясь на результатах исследования, автор предлагает рекомендации для казахстанских компаний в области использования КСО в социальных сетях с целью построения эффективной PR-стратегии. Также результаты показали, что материалы о корпоративной социальной ответственности могут оказывать положительное влияние на экологическую осведомленность аудитории в социальной сети Инстаграм, повышая интерес к экологическим проблемам и стимулируя общество на данную тему. Эти результаты могут быть полезны компаниям при формировании своей стратегии использования социальных сетей для продвижения экологических и социальных инициатив. Автор выдвигает гипотезы, что социальные сети в Казахстане актуализируются, компании все больше начинают уделять внимание экологической тематике.

**Ключевые слова:** социальные сети, экологическая осведомленность, аудитория.

## **Introduction**

In recent years, environmental issues have become one of the most relevant and discussed in society. Companies are increasingly being criticized for their contribution to environmental pollution and violation of environmental regulations. In response to this, most companies started implementing a corporate social responsibility (CSR) practices, within which they take actions aimed at minimizing the harmful impact of their activities on the environment, introducing healthy habits into the lives of their employees and customers (Naizabekova, 2021). One of the ways to promote their CSR initiatives is to use social networks, such as Instagram, where companies can disseminate information about their environmental achievements and encourage their audience to take a responsible attitude to the environment, as well as share educational information with the audience to some extent.

Most studies reflect that people started interesting in environmental topics recently (Ding Li et al., 2019). People want not only some actions from themselves, but also require environmentally responsible activities from companies. Consequently, social media plays a big role in this area.

One of the newest studies according CSR and

social media had discovered the biggest communities around ideas in developing countries. There are:

- Social and environmental responsibility;
- Philanthropic responsibility;
- Reputation management (Kvasnickova Stanislavska et al., 2020).

Nevertheless, some researchers think that promotion of environmental behavior in companies can help to solve environmental problems (Liobikienė, 2019).

In this study, the author is going to reflect the importance of corporate social responsibility and its impact to environmental awareness to the audience in social media. Thus, the main purpose of this article is to clarify the impact of materials about corporate social responsibility on environmental awareness of the audience in Instagram. Instagram was chosen because of its popularity in Kazakhstan and most influencers and bloggers are involved into this social media. To achieve the goals of this research, CCI Kazakhstan's posts published on Instagram containing information about their environmental activities were studied and data on user activity in the comments to such posts were collected. The results obtained can be useful for companies wishing to promote their environmental and social initiatives on social networks, as well as help to better under-

standing which types of materials about CSR can have the most positive impact on the audience.

There are a number of problems that can be encountered in scientific work related to corporate social responsibility in Kazakhstan – this is the lack of scientific materials in this direction. This proves that the topic is quite relevant, and it is necessary to develop a discussion of the role of CSR in the environmental awareness of Internet users. Especially if it concerns social networks.

### Literature review

The works of foreign scientists formed the basis of the review. In general, all scientists agree that CSR plays an important role in many processes in the company.

The recent study of Egyptian scientists explores the relationship between CSR and consumer loyalty. The authors found that CSR has a positive impact on consumer loyalty through increased satisfaction and reduced risk perception. In addition, the effect of CSR on consumer loyalty is enhanced if it is carried out in social networks (El Samaka and Rashed, 2021).

A group of scientists investigated the involvement of clients in CSR issues in social networks (Chu et al, 2020). In this article, they also cited a number of researches in which scientists unanimously confirm the high role of social networks in the development of CSR. These scientists also provided a comparative analysis of their countries with other developed countries of the world in relation to users of social networks in relation to CSR.

A group of scientists from James Madison University conducted in-depth interviews with clients of companies that publish CSR activity on social media pages. It has been shown that a process focused on the dissemination of CSR materials perfectly involves users in these processes (Boyd et al., 2015). This study shows how social media empowers consumers to engage in CSR. An examination of in-depth interviews with consumers has shown that they experience both high and low empowerment from behavioral, affective, and cognitive perspectives. The study also revealed two paradoxes that affect the level of empowerment. The first is the paradox of social judgment, whereby the consumer experiences himself as a social judge and condemned by society. The second is the efficiency/inefficiency paradox, reflecting the impact of social networks on the time and effort required to carry out CSR activities.

Christina B. Curley and Nadia Abgrab Noor-mohamed note in their article that thanks to social networks, companies can be in close contact with their audience and unite around tasks related to corporate social responsibility (Curley and Noormohamed, 2015). It should be noted that such an opinion existed 8 years ago, and social networks after this time have only increased their role due to the rapid development in recent years. Also, a number of companies are rapidly mastering the use of social networks in their business (Infante and Mardikaningsih, 2022).

The author of the next article also reviewed a number of foreign materials which explore corporate social responsibility in foreign countries. For example, a team of scientists from China and Malaysia used structural equation modeling (SEM) and covered more than 400 companies in Pakistan. In their scientific work, scientists explored the relationship between environmental consciousness, green practices, the reputation of the company and its performance. In terms of overall results, most companies believe that high environmental awareness has a positive effect on the company's reputation (Khan et al., 2021).

The author of this article found out a special site which is devoted to the environmental topics. Treehugger.com is an online publication dedicated to environmental news and sustainable living tips. They publish articles on corporate social responsibility and the environment.

The article "Corporate Social Responsibility and the Environment: Why It Matters" on treehugger.com talks about why corporate social responsibility (CSR) and environmental awareness (EA) are important for business. The article says that CSR and EA can help companies improve their reputation and reduce their environmental footprint. In addition, CSR and EA can help companies reduce their operating costs and increase profits (Spaen, 2021).

The next group of scientists investigated the phenomenon of the influence of company leaders on the reputation of companies. Thus, these scientists explored the Twitter posts of the CEOs of these companies that could communicate corporate social responsibility. The conclusion is that executives can also actively influence their company's reputation in a positive way by publishing news and materials related to corporate social responsibility (Grover et al., 2019).

If we refer to older sources that speak of a period that existed even before the peak of social network activity, then the following group of authors can

be included in this work. They made a rather large sample of firms and covered a fairly long period of time. So the numbers are: 4396 unique firms from 42 countries between 2003 and 2012. The authors came to the conclusion that in countries where there is more freedom of speech, there is more active talk about corporate social responsibility. Based on these findings, one can come to the conclusion that in our time social networks have actively flooded the information space, in which people feel more freedom in the dissemination of information, including information related to corporate social responsibility (El Ghoul et al., 2019).

These studies highlight the importance of CSR and its role in improving brand reputation, increasing consumer loyalty and increasing consumer intent to buy the company's products and, most importantly, allowing the audience to consume content about corporate social responsibility. Research also points to the importance of using social media to promote CSR and maintain consumer confidence.

### Scientific research methodology

This research was conducted to study the relationship between the use of social networks as a tool for promoting corporate social responsibility (CSR) in social networks and their impact on environmental awareness of users. As previously mentioned, the content analysis research method was used for this purpose.

Initially, a sample of large companies was made which are active in social networks and implement CSR projects in Kazakhstan. However, not all companies cover the environmental part of corporate social responsibility. It would be better to show some cases. For example, as a result of the analysis of content in social networks, it was revealed that most companies use social networks to promote their CSR projects. Most of the posts on social networks are related to projects aimed at the

development of education, healthcare, sports and culture. But within the framework of our topic, we should focus on environmental initiatives of companies. Thus, the CCI Kazakhstan company's page falls under the study.

Further, the analysis of user reviews and comments on social networks about CSR projects was carried out. As a result, it was revealed that users pay attention to the details of projects, their effectiveness, achievement of specific goals and compliance with the company's values. Also, users show great interest in participating in CSR projects, express their support and gratitude for carrying out such projects.

For the study, a period of six months a year (September 2022- February 2023) was designated, during which all materials that were published on social networks regarding Corporate social Responsibility were monitored.

Thus, the CCI Kazakhstan company page - @cococolaicecekkz was investigated.

The peculiarity of CCI Kazakhstan is that this company maintains two different pages on Instagram, the first of which directly reflects the products themselves, and the second tells more about corporate culture, values, obligations - this page has come under the study in this article.

On this social media page, 7 materials on social and corporate responsibility were published, such as:

- training women in a new profession;
- holding a Clean Up Day;
- results of the Clean Up Day;
- Volunteer Day and what was done as part of volunteering;
- training of young specialists;
- report on Water Commitment;
- video about separate waste sorting.

Detailed information about CSI Kazakhstan can be found in Table 1.

**Table 1** – Content-analysis of the CCI Kazakhstan Instagram page

The name of the post	Content of the post	Relate to the environmental issues	The analysis of the comments	Number of likes	Number of comments
1	2	3	4	5	6
Women learn new profession	Women in the company participated in the training program and got new job as a operational driver	no	100% of comments are positive and express supportive messages according this action	125	9

1	2	3	4	5	6
Clean Up day Results in video	The video shows the quantitative results of the Clean Up day and how much garbage was collected during that day.	yes	100% of the comments are positive and shows the good position of the subscribers towards World Clean Up Day	75	5
The Clean Up day	The process of Cleaning and the emotions of the employees, who invited their families to join this activity.	yes	100% Subscribers leave positive comments according World Clean up day and express their support.	88	6
Volunteer's Day and what was done	The company showed all Volunteer activities during their work.	no	100% of subscribers show their support and send positive emojis	57	3
New employees training	The process of the training	no	-	88	0
Report according water commitment	The company has official commitments and they show them in their social media	yes	No comments	49	0
Recycle issues inside the company	The video shows how employees of the company pays attention	yes	All comments are positive	99	3

All posts were accompanied by active support from subscribers in the form of likes and comments. However, it is worth noting that there is a completely true theory that most of the reactions are made up of employees of this large-scale company. Nevertheless, the active involvement of employees indicates a high corporate culture, as well as the wide dissemination of these materials among friends and acquaintances of company employees.

According to the data from the table, 56% of all posts about corporate social responsibility of this company touch the topic related to environmental issues. These posts collected 311 likes and 14 positive comments, which in turn are 100% positive.

Coca-Cola has clearly divided the maintenance of pages on social networks of products from PR into two different Instagram pages. Thus, the focus of users is divided, and questions about products are not received on the @cocolaicecekkz page.

The analysis of the company's social media activity reveals an interesting dynamic of active support from subscribers, although there is suspicion about the authenticity of some of these interactions. Nevertheless, this suggests a positive corporate culture and a wide reach within the company's net-

work. The data also highlights a strong emphasis on environmental issues in their corporate social responsibility posts, with a significant number of positive reactions. Additionally, CCI Kazakhstan's strategic separation of product-related content from PR on different Instagram pages effectively divides user's focus.

### Results and discussion

The study includes content analysis of the companies' pages in social networks that actively promote corporate social responsibility in Kazakhstan through their activities.

Content analysis showed that the company is actively trying to promote its CSR projects on social networks. The approximate publication frequency – monthly.

Content analysis also showed that the company uses photo and video materials in its posts about CSR.

It was revealed that the most popular topics that CSR companies engaged in in social networks are environmental protection, charity, assistance to those who need a help, as well as gender equality.



Despite the fact that companies actively promote their CSR projects on social networks, many of them do not use this tool effectively. Most companies publish only information about their projects without addressing the target audience and without forming interaction. In this way, companies could achieve two goals: building a high-quality PR strategy, as well as increasing environmental awareness among their audience. This work proves that companies in the course of their activities can educate their subscribers to protect and take care the nature, as well as introduce useful eco-habits into their lives.

It was found that companies in Kazakhstan use social networks to promote their projects and improve their reputation. However, the effectiveness of these practices may depend on how well they are suitable for a particular company and how well they meet the interests and expectations of the target audience.

Discussing the results of the study, it can be noted that corporate social responsibility in social networks is an important aspect in raising people's environmental awareness. Effective use of social networks can improve a company's reputation and increase its attractiveness to consumers and potential investors. However, in order to successfully implement a CSR strategy in social networks, companies must carefully analyze their target audience, choose appropriate CSR practices and communicate effectively with users of social networks.

Based on this research, it can be concluded that the use of social networks as a tool for promoting CSR in Kazakhstan is an effective way of forming a positive reputation of the company and increasing consumer loyalty, as well as increasing environmental awareness. In addition, the use of social networks allows companies to draw attention to social problems and achieve concrete results in solving these problems. However, in order to achieve maximum effect, it is necessary to develop comprehensive PR strategies that would include the use of social networks, offline events.

To clarify the results of the study, it is recommended to conduct additional case studies of companies, including analysis of social networks, interviews with company representatives, analysis of financial statements and other open sources, surveys of potential audience.

It is also worth to note that the use of social networks to promote CSR has its limitations. Firstly, some companies do not have enough resources to carry out large CSR projects, which may affect their reputation. Secondly, there is a risk of contradictions

between the declared values of the company and the actual activities, which can lead to deterioration of the company's reputation.

Nevertheless, the use of social networks to promote CSR is an important element of the PR strategy of companies in Kazakhstan and a contribution to environmental awareness.

## Conclusion

In conclusion, it can be noted that corporate social responsibility is an urgent topic not only in the world, but also in Kazakhstan. The use of social networks to promote CSR is an important element in the formation of environmental awareness of the audience.

The analysis of the content of companies' social networks showed that companies in Kazakhstan actively promote their CSR projects on social networks. However, not all companies use this tool effectively. Most companies publish only information about their projects without addressing the target audience and without forming interaction.

The study revealed that the key principles of successful promotion of CSR in social networks are: the formation of interaction with the target audience, the active use of visual tools, conducting campaigns with the participation of users and regular content updates. And successful CSR in social networks has a beneficial effect on the environmental awareness of users of social networks.

It is recommended to conduct additional research to clarify the results and for a deeper analysis of the use of social networks in the promotion of CSR. However, it can already be argued that the use of social networks is an important element of the PR strategy of companies in Kazakhstan, and makes it possible to increase the effectiveness of their projects in the field of corporate social responsibility.

It can also be added that new research in this topic and analysis of statistical data can give a more complete understanding of the impact of Corporate Social Responsibility (CSR) in social networks on the business environment and environmental consciousness of society in Kazakhstan. It is important to pay attention to the increasing interest of the population in environmental and social issues. The number of voluntary participants in various environmental and social projects, as well as the involvement of the state – these factors can be evidence of the previous argument.

CSR can show good effect on social media if companies develop strategies to educate and inform

their audience. This could include creating awareness campaigns about the importance of sustainability and its impact on the future of the planet. All these actions can be implemented with the help of social networks, as well as by attracting bloggers.

Thus, despite the fact that Corporate Social Responsibility is already presented in Kazakh-

stani practice, there is still significant potential for deepening and expanding sustainable initiatives in social networks. Further research and collective efforts can help Kazakhstan achieve a more sustainable future, while promoting business development and improving the quality of society's life.

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### Electronic Resources:

<https://www.instagram.com/p/CmdsfaaUSr/?igshid=YmMyMTA2M2Y=>  
<https://www.instagram.com/p/CkQzZyr0aq/?igshid=YmMyMTA2M2Y=>  
<https://www.instagram.com/p/Ch9YlxQr3bZ/?igshid=YmMyMTA2M2Y=>  
<https://www.instagram.com/p/Cowi8hHMi8n/?igshid=YmMyMTA2M2Y=>  
<https://www.instagram.com/p/CoUTWqrMYka/?igshid=YmMyMTA2M2Y=>  
<https://www.instagram.com/p/CikVksctNgB/?igshid=YmMyMTA2M2Y=>  
[https://www.instagram.com/reel/Cj-njj\\_gB4S/?igshid=YmMyMTA2M2Y=](https://www.instagram.com/reel/Cj-njj_gB4S/?igshid=YmMyMTA2M2Y=)  
<https://www.instagram.com/reel/CkyA7d3N8yD/?igshid=YmMyMTA2M2Y=>  
<https://www.instagram.com/reel/CllavIXDGU9/?igshid=YmMyMTA2M2Y=>  
<https://www.instagram.com/reel/CmyvbPwhnZB/?igshid=YmMyMTA2M2Y=>