

## Narration Based On Corporate Social Responsibility (CSR) Advertisement: The Projection and Story

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### Abstract

Advertising plays an important role in narrating the social side of a company which is often referred to as Corporate Social Responsibility (CSR). Corporate social campaigns are often seen as dubious, however, audiences as individuals interpret advertisements based on their values and experiences. TBSI (The Body Shop Indonesia) advertisements were conceptualized and analyzed using narrative transportation. Interviews are conducted with nine informants from various backgrounds. The results of the study are described in themes, namely (1) insight, (2) the relationship between CSR messages and the participant's value system, and (3) narrative responses to CSR advertisements. The result of the study states that advertising does not necessarily make the value from a social issue to be embedded or instilled in someone. Narrative and commitment to these values depend on the individual, person by person.

**Keywords:** Projection, Advertisement, Corporate Social Responsibility, Narrative Transportation, Story.

### Abstrak

*Iklan berperan penting dalam menarasikan sisi sosial perusahaan yang kerap disebut sebagai Tanggung Jawab Sosial (CSR) Perusahaan. Kampanye sosial perusahaan sering dilihat sebagai hal yang meragukan, meski demikian, audiens sebagai individu menginterpretasikan iklan berdasarkan nilai-nilai dan pengalaman mereka. Iklan TBSI (The Body Shop Indonesia) dikaji dan dianalisa menggunakan konsep narrative transportation. Wawancara dilakukan dengan sembilan informan yang memiliki beragam latar belakang. Hasil kajian dideskripsikan dalam tiga tema yaitu (1) wawasan, (2) hubungan antara pesan CSR dengan sistem nilai yang dimiliki partisipan, dan (3) narasi tanggapan terhadap iklan CSR. Hasil kajian menyatakan bahwa iklan tidak serta merta membuat nilai dari sebuah isu sosial itu tertanam atau melekat. Narasi dan komitmen terhadap nilai tersebut tergantung individu orang per orang.*

**Keywords:** Proyeksi, Iklan, Corporate Social Responsibility, Narrative Transportation, Cerita.

### Introduction

The growing concerns of environmental sustainability, workers' condition along with other societal issues gives pressures to companies to establish community development initiatives. The term CSR itself was invented in early 1950s (Jagger, 2016). It got more attention in early 1990s when John Elkington published his book "Cannibal with Fork: The Triple Bottom Line of 21st Century Business". The book publication was triggered by accidents in the corporate world when oil spilled at Exxon Valdez. It emphasizes that, aside from profit, people and the planet should become the foundation of businesses anywhere in the world.

At present, there is a shift of the CSR's initiatives from reactive to proactive. Reactive activities are performed as consequences of negative effects of company operations. On the other hand, the proactive initiatives play roles as safety nets to guard the company and anticipate any potential crisis in the future. In early millennium, the proactive initiatives stretched further into the alignment of business processes (Mirvis & Googins in Waddock & Googins, 2011).

By aligning CSR into the business process, the need to commercialize CSR grows as well. Extra budget is needed to cover the cost spent on responsible business practices (Lee & Kotler, 2005).

Therefore, the CSR activities start to be projected together with the brand offerings. A company aims to acquire and retain consumers by the ethical values that are embedded in the visualization of its product and service. However, a study that examines the emotional valence and arousal generated from contextual images in the CSR message shows that negative images inflict the highest level of attributing public-serving purchase intention and CSR participation intention. The CSR projection could be impactful if it is presented in negative tone (Chung and Lee, 2017). To gain insights behind the proximity of negativity in regard to the CSR projection, the study discusses how people build a narrative based on the CSR message.

Nevertheless, people consider that a CSR advertisement backfires for some reasons. A study in North Europe finds that consumers perceive social advertising bundled with product as exploitation (Morsing & Schultz, 2008). Another study mentions that awareness level of CSR activities in banking sector in Australia is high for main services, but the awareness level of other dimensions like CSR initiative awareness and trustworthiness of CSR initiative source is low (Pomeroy & Dolnicar, 2009).

Building awareness of social issues using CSR messages is challenging if the consumers consider it as exploitation. The premises above imply that CSR is merely a tool to influence consumers. However, the companies could only use CSR messages as part of their advertisement if they perform the CSR activities. The company has three obligations to accomplish i.e. Profit, People, and Planet. Therefore, the business process existence is inevitable. What people must address, further, is the way the business conducts its business and how it contributes to the affected community and society at large. Nevertheless, the consumer has potentiality to affect the company's wellbeing by its buying power.

Currently many companies connect the CSR message to their products. The messages may or may not solicit positive responses. The study by Pomeroy and Dolnicar (2009) states the impact of CSR messages awareness is, somehow, questionable. It implies that a company should have attention on how the message might lead consumer into.

Further, a study examines the relationship between consumers' awareness of CSR activities and their purchase intention in South Korea. It shows that consumers respond positively to purchase intention when there is awareness of CSR activities, corporate social contribution, and local community contributions. However, the consumer response is not significant in corporate environment contribution (Lee & Shin, 2010). Thus, it is understood that the consumers learn about the CSR messages and plan their responses accordingly. The variety of responses depends on the regional and cultural context as well as the business sectors involved.

Discussion on CSR and its message supports this study to question the consumers' narratives on the CSR message projection. Objectives of this study are (1) to explore the consumers' perception when they encounter a CSR message, (2) to describe how the CSR message is associated with the consumers' values system, and (3) to explain the consumers' story in response to CSR projections.

## Literature Review

### Corporate Social Responsibility: The Issues

Various publics believe that corporations must produce quality products and services and deal with the indirect consequences of business activities (Grunig, 1979). This definition still resonates until present time. Carroll (1991) suggests four kinds of social responsibilities constituting as a total CSR, namely economic, legal, ethical and philanthropic; these responsibilities are depicted as a pyramid. Economic responsibility is at the bottom and philanthropic responsibility is at the top of the pyramid.

The issues categorization and CSR pyramid become the direction of the CSR praxis. Companies could look into them to arrange their programs and messages accordingly. Kotler and Lee (2005) developed CSR categorization based on Grunig's definition that are philanthropy, sponsorship, cause-related marketing, social responsible business, employee volunteering and corporate social marketing. Kotler and Lee categorized the CSR from the program perspectives, while Grunig and Carroll defined the CSR from the issue perspective. These two categorizations together build blocks for the CSR development in terms of issues,

program and messages. CSR aims to develop closer relations with the main stakeholders, show awareness of their needs, enhance brand value and reputations, increase staff commitment and involvement, enhance capacity to innovate, secure long-term return on investment, reduce operating costs, and reach a long-term sustainability of the company as well (Jones et.al, 2005).

### **CSR and Consumer Response**

Companies have identified and treated the consumers accordingly. In the context of the relation between consumer and CSR, a positive link between CSR and consumer patronage supports companies to devote greater resources to CSR initiatives (Mittal, 2008). The CSR initiatives affect not only purchase and loyalty motives but also the consumers' evaluation on companies (Sen & Bhattacharya, 2001). To discuss this, scholars must understand about the nature of the product. A high-involvement product has different results from the low-involvement product. An effort is needed to understand how the consumers with varying levels of involvement to the environment make trade-offs between environmental and performance attributes (Berger & Kanetkar, 1995).

In terms of consumer response, the study of Feldman and Vasquez-Parraga (2013), identify six trends on how the consumer response is discussed. First, companies' actions of CSR influence consumers' reaction to those companies and their products. It is in line with the statement of Sen, Bhattacharya & Korschun (2006) that the consumers include the CSR standing in their evaluations of company brands. Second, specific company strategies are found to include CSR action to attract and retain the customers. In the case of Vietnam, businesses educate and grow groups of ethical consumers. In time, these groups take active roles in reinforcing CSR action (Huong, 2010). Third, the consumers use trade-off criteria between CSR product feature and traditional product feature such as price, quality and related information. These traditional features balance the specific CSR actions and general beliefs about CSR. Fourth, the consumers' evaluation on CSR is linked to their perspectives of how responsible the company is in relevant areas. Fifth, the consumers evaluate the compatibility between CSR activities and their life styles, interests, and values. The degree of compatibility positively affects the consumers' perceptions on the CSR activity. Sixth,

consumers who receive exposures about CSR activities and engage frequently with companies' social campaign retain the information and increase the related awareness.

There is a positive relation between CSR activities awareness and the consumers' attitude. Nevertheless, a study about positive effect of CSR attitude on consumer reveals that the influence of CSR on purchase intention is limited. Only a few mention CSR as a factor affecting the consumers' buying behavior on a regular basis (Mohr et. al, 2001). Another study highlights that consumers consider CSR product features but they are yet ready to sacrifice functionality for a cause (Auger et. al., 2006).

An examination to CSR initiatives, influence of CSR and corporate ability to the consumers' social responses explains the trade-off effects of CSR and corporate ability on the consumers' choice. It shows that the consumers have significant switching barriers. A combination of price, corporate ability and CSR initiative could be a powerful value offering to overcome high consumer switching barrier. However, the combination should be adjusted in different context (Feldman & Vasquez-Parraga, 2013).

### **Projections and Messages**

Messages are verbal and need specific resources to craft. The projections could be verbal and non-verbal. A projection could be gained through appearance, deeds, and decision making process. Projection is important in the terms of identity. Projections tend to be more sincere and trustful cues to hold on with. The messages are product of cognitive processes and tend to be interpreted as self-serving.

The CSR messages distribution refers to content of the messages which are presented both in texts and pictures. Channels of distribution could influence the projections. Nevertheless, the important part of the message and projection is the efficacy in triggering the specific targeted emotions. The visual emotional content can be effectively utilized for CSR messages (Chung & Lee, 2017). Emotional content leads to engagement in information processing and direct it to the intended behavior. Further, the visual message strategies for CSR communication map out the criteria of messages that could arise engagement (Chung & Lee, 2017). However, there are no assurance of individual intention and behavior

that are triggered by emotion appeal of the message. Discussion about people always involves the frame of references which are varied among people. The consumers can be explained by degree of commitment to the environment according to various attitudes and behavior which are affected by the exposures and knowledge gained in their lifetime.

In terms of projection, there are many ways to posit green products but in general meets one or more of the following criteria. First, it explicitly or implicitly addresses the relationship between a product and its biophysical environment. Second, it promotes a green lifestyle with or without highlighting a product. Third, it presents a corporate image of environmental responsibility (Iyer & Banerjee, 1992).

With regards to environmental appeal, a study by Schuhwerk & Lefkoff-Hagius (1995) examines how the consumers respond to different print advertisements for a green laundry detergent. The result shows those who highly involved with the environment expressed no significant differences in purchase intention, attitude toward the advertisement and supported arguments between appeals. On the other hand, those who less involved in the environment are most likely impressed by the green appeal. This condition triggers a curiosity to look more to the people about what they think and feel about green messages and projections.

Evaluation and study about CSR messages and consumers' response are plenty. However, to understand it better it is necessary to give the target audiences a venue to speak up their mind and clarify their views about the green messages they encounter.

## Study Framework

### Theoretical Framework

In the narrative paradigm, the communicator (author) and the audience (co-author) are equally active in co-constructing a shared story that is justifiable for them by identifying together the reasons of interpretation (Fisher, 1986). The narrative transportation occurs when people depict themselves in a story. Fisher states that a human naturally comprehends their actions and those of others in the form of stories. However, individual has the capacity to be rational within the narrative paradigm. The rationality is determined by narrative probability and narrative fidelity. When narration offers a

coherent story and consists of consistent behavior and sequences, it is the narrative probability. The narrative fidelity refers to harmony with the existence thing. The story told must ring true with the stories already accepted as true (Fisher in Griffin, 2012).

When the persuasive intention is so obvious and resistance is expected, the narrative transportation could not exist. Green and Brock (in Green, 2004) develop the narrative transportation concept as a new route to persuasion. A persuasion requires a story that raises un-answered questions, presents unresolved problems, and crisis are solved. The central assertion is the changes resulted from the transported; it is relevant with theories of persuasion. Nevertheless, Green and Block rule out advertisement ability to have narrative transportation. They said print advertisements are rhetorical documents, not narratives, while transportation requires narratives. Escala (2007) argues that the narrative transportation is applicable for advertisement. The narrative transportation is a response to ads and specifically drives the consumers to construct a narrative.

The concept of advertising engagement is intended to open up a space for identifying alternative way to persuade consumers. A study about narrative and persuasion in fashion advertising explains how aesthetic properties of advertisement call different modes of engagement and explore how grotesque imagery can lead to the narrative transportation. As routes to persuasion, the transportation works by intensifying brand experience. It elaborates the consumers' culture and enriches the way people processing the message (Phillips & McQuarrie, 2010). Supporting this study, it is proven that the consumers play active roles in interpreting any exposures that they encounter, the positive, negative, awkward even the grotesque messages. Central function of narratives lies in the moralization of construction of reality by applying the frames, good – bad and building idea for the self (Wehmeier & Schultz, 2011).

Previous discussion maintains that narrative requires people involvement and engagement. However, a study states that involvement with the message depends on the plot and attractiveness of the characters. When the audiences view non-narrative persuasion messages, they are mainly motivated to seek information or compare their values to the value advocated in the message. For non-narrative appeals, the

relevance between the message and the issue at hand will define the extent of involvement (Slater & Rounder in Kim, 2015)

At certain level the narrative involvement refers to transportation. Green and Brock (2000) define transportation as a physiological state in which the message made viewers living in the narrative world as if it were their real environment. If the viewers are transported into narrative, viewers must be entertained by the message and would be less critical (Slater & Rounder in Kim, 2015). Transportation reduces the level of resistance on the part of message receiver.

Previous discussion posits that a value resonance between the message and the audience is required in order to co-construct the story. Resonance in this study is a process called identification. Identification with characters in a narrative is defined as taking cognitive and affective perspective of the character (Cohen, 2001). The identification and transportation are stated as two critical aspects to explain the processing of narrative persuasive messages.

The increase of identification will increase shared meaning and better understanding. Sources of identification according to Burke are (1) material identification, (2) idealistic identification, (3) formal identification, and (4) mystification. Material identification is resulted from goods, possessions, similar tastes or hobbies. Idealistic identification comes from shared ideas, attitudes, feelings and values. Formal identification is sourced from the arrangement, form, or organization of an event in which both parties participate. At last, mystification is created when people from lower hierarchy identify themselves with people at the top of hierarchy or the charismatic leader (Littlejohn & Foss, 2012).

Further, identification could work if there is a tension which comes from anxiety, embarrassment, self-hatred or disgust. Burke names it as guilt concept and defines as the condition caused by symbol used. Three sources of guilt are (1) negative, (2) principle of perfection, and (3) principle of hierarchy. The realm of social rules (families, communities, religion, organization, profession) is notoriously inconsistent to each other and easily creates guilt. In the principle of perfection, the discrepancies between the real and perceived ideal create guilt. In the principle of hierarchy, guilt is created during competition

and division among classes and group in the hierarchy.

Moreover, Burke introduces strategies for identification and division, i.e. (1) naming strategies, (2) form strategies, and (3) spiritualization strategies. The naming strategies use a language to describe something in a way that leads to identification or division. The form strategies come in the particular methods of expressions which would appeal the audience. The spiritualization strategies refer to a transcendent value or ideal. All symbols are created and communicated as stories meant to give order to human experience (Littlejohn & Foss, 2012).

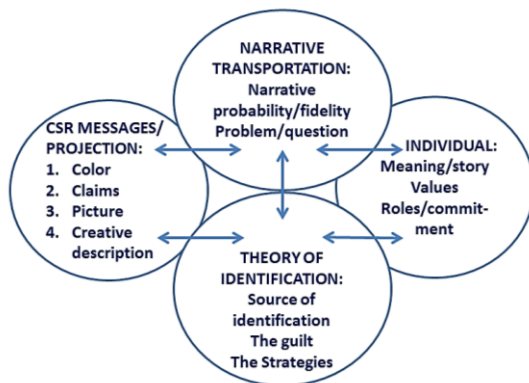
### **Conceptual Framework**

Individuals play active roles in selecting messages, interpreting the messages and constructing sets of beliefs and attitudes based on messages they have encountered. The meaning is in individual because it is influenced by frame references embedded in people's mind. Figure 1 depicts that CSR projection consists of claims, picture, color, and other creative descriptions.

The narrative transportation theory explains how people give meaning to any projections they encounter. Narrative impulse occurs because individual acquires narration in the natural process of socialization. The communicator creates the messages while the consumers reach out for their own meaning. People understand that the CSR projections with set of knowledge and reference maintained as a template to rationalize what they encounter. People's response in this study refers to their stories and meaning, the process of identifying values and roles, and commitment in regards to the story of the advertisement.

In the process of constructing meaning, people actively identify and differentiate any items in the CSR projection. Identification will increase shared meaning and lead to understanding. Identification in this study is about the meaning of the advertisement, values and related behavior. Source of identification refers to items in the advertisement that ranges from tangible material, attributes or idealistic and domain or social sphere. The guilt refers to any discrepancies that people think and feel when they encounter the advertisement. The strategies cover naming, form and spiritualization. Naming refers to the language and terms that individual used in the process of identification.

Form describes as the content and technicality of the ads. Spiritualization refers to the value or idealistic thing depicts by the advertisement. Transportation leads the viewer to see from the messages creators' point of view and is moved by the presented CSR issues and stories. Individuals construct the CSR story presented in the advertisement by giving meaning to whatever they find in the advertisement, tangible or intangible.



**Figure 1.** Conceptual Framework

The relation among the concepts of message, narrative transportation theory, individual, Burke's identification theory, and CSR message are presented in two way arrows in Figure 1. The two way arrow between the message and narrative transportation theory means that the message is created to depict and to project a story consistent to the early discussion which explains that story is part of social and human life. The two way arrow between the narrative transportation theory and individual means people embrace the CSR message to give meaning on it. The two way arrow between the narrative transportation theory and the Burke's identification theory explicates that a narrative could only happen by identification. The language and the symbolic realm contribute to the narrative. In the same sense, the two way arrow between individual and Burke's identification theory means that only by the language and symbols people could give meaning to the advertisement and drift away in the story. The two way arrows between Burke's identification theory and the CSR message puts that message is constructed using the identification, guilt and strategies. The two way arrow between individual and Burke's identification theory means that people could give meaning to the ads and drift away in the story by using the language and symbols only. The two way arrow

between Burke's identification theory and the CSR message puts that message is constructed using the identification, guilt and strategies.

## Methodology

This study aims to gain insight and knowledge on how people construct their own story as a response to the CSR messages or projection. Thus, explanatory research method is applied to achieve it. By using the explanatory method, this study could address questions related to the perception and the participants' insight when they encounter a CSR message.

The unit analysis of the study is at the individual level. Anybody who agrees to participate could join the study and are exposed to The Body Shop Indonesia (TBSI) messages. This study also applied convenience sampling. Informant does not have to have background knowledge about the issues and brands. Nine informants participated in this study. Interview was conducted to find out how people express their views, how they construct their actions, and how they reiterate their point of views.

## Analytical Roundness

The study discusses the overall narrative of how the participants process message in regards to the projection of TBSI message. The participants have their own reason and intention when they perceive and respond in certain way. Data verification was achieved by showing the transcripts of the interview to the participants

and asking for their approvals. The next step was translating transcripts from Bahasa Indonesia to English. The translated transcripts were categorized and labeled adhering to conceptual framework. The explanatory analysis emphasizes association in the text and associations between experiences, behavior, perspective and certain characteristic of participants (Ritchie & Lewis, 2003).

## Scope and Limitation

The limitation of this study lies in the translation process. There are possibilities of meaning changes since it is not the authentic expression used by informants. Other limitation is related to the gender balance of participants. Last limitation is the chosen ads. There are two images used in this study that are chosen subjectively.

## Result

### Copy Ads

The process in choosing the copy ads started by using browser with keyword “The Body Shop Indonesia (TBSI) latest campaign”. It revealed many of latest TBSI ads, including product campaign. The search was repeated using “latest TBSI social campaign”. It revealed the TBSI copy ads that are solely social campaign. In order to get the objective view of the latest version, the researcher visited two stores in Jakarta and Bogor, Indonesia.



Figure 2. Single Version

Single picture (Figure 2) was used to interview three informants, and a collage (Figure 3) was used to interview six informants. The single version presents a poster of “Enrich not Exploit”. The graphic projects yellow color, a hand, and a garden. The poster does not reveal any TBSI identity, however experienced eyes could identify it by the shape of the first font “O” in the phrase of “Enrich not Exploit”.



Figure 3. Collage Version

The collage version presents a compilation of eight poster segments. Six of them have the same topic of “Enrich not Exploit”. However, they carry different claims statement and depict different pictures. The other theme is “Ethical Trade” and “Choice, Chance and Change”. All pictures show different tone of yellow and the similar nuance of a green garden.

### Informant Profiling

Figure 2 was shown to three informants, and Figure 3 was shown to six informants. The demographic characteristic of each informant is described in Table 1. All informants are women. Women are accounted at least 70% for any purchasing in the household and claimed to contribute 85% of any purchase items from automotive to health treatment. It also stated that 75% women are accounted to the household spending (Supriadi, 2014). Based on the statistics, the study involves adult women who have occupations and/or are married.

### The Participants' Perception and Insight when They Encounter a CSR Message

CSR projection refers to any creative depictions, claims, color and picture that exist in the copy ads. It could either stand alone or in one arrangement. Claims refer to phrases or sentences. The projection refers to color, picture, claims and other creative depiction. The participants could observe of all these items by using their sensory. The single picture of ads at least could present different ‘figure-and-ground’ to the participants. The participants’ insight in regards to the visual aspect of the ads could be divided into content/ideas, picture and mixed orientation, as seen in Table 2.

Statements from participants L and G could be categorized into the sub theme of content-idea orientation. L mentioned the picture but she pointed more into the message. It is a bit different with G that only emphasized about the message, and SS discussed more into the content-technicalities orientation. All informants stated more or less similar things about what they see in the picture. However, SS discussed the picture one by one, while the others discussed it in a general. The technical and content aspects refer to the tangible part of the ads which could be observed by informants. All of them showed negative opinion in regard to Figure 3. They said it is scattered, confusing and has too many messages. In contrast to it, the Figure 2 gets positive notion.

**Table 1.** Demographic Characteristic of the Informants

Code	Sex	Age	Occupation	Civil Status	Number of Children in the Household
IA	Female	37	Promotional superintendent	Married	2 (two)
G	Female	39	Associate professor	Married	2 (two)
L	Female	36	Newspaper editor	Single	None
V	Female	42	Homemaker	Married	2 (two)
SS	Female	43	Teacher	Single	None
W	Female	40	Researcher	Married	None
E	Female	47	Accountant	Single	None
H	Female	44	Government official	Married	3 (three)
YR	Female	36	Assistant professor	Married	3 (three)

Caption: Description of the participants who voluntarily agree to participate in the study.

**Table 2.** Message Categorization

Category	Code	Statement
Mixed Orientation	IA	It is the campaign’s theme, enrich not exploit, then the campaign’s theme, the plants, animal, fruits, a human hand”
Picture Orientation	V	“there is a hand, flowers, the hand grows flower”
	W	“It is bright and there’s a hand, there are flowers..”
	E	“I see the hands and the flowers”
	H	“varieties of flowers, bird, butterflies and ferns”
	YR	“picture of a hand, animals and plants”
Content Orientation (idea)	G	“decision about environment is in our hands”
	L	“finger and then plant, flower, leaves, and messages about enrich not exploit. And there is statement “our hands, “ethical trade”, “3C in life choice, chance, change”. You must take the choice to make the chance if you want anything to change”
Content Orientation (technicality)	SS	“the first one, upper left, is not clear. Many smalls writing below it. While the second, the picture and the writing are cut off. The third and fourth pictures are clearer and simpler. The fourth is simpler but links directly to the message, I think. The fifth is not clear. It is about four teenagers but does not match the messages. The sixth is beautiful, but it is too short, people should know first the definition of ethical trade. The seventh pictures, it is clear that the message comes from Body Shop, but the wide space for the picture and the model is too much. The seventh picture is easy to chew, but it is too long. The eight picture is like quotation without logo or promo information of Body Shop”

Caption: This table describes the thing that participants see and read in the ads. The observed ads are Figure 2 and Figure 3. Based on visual and verbal notion in the ads, there are three orientation categories: mixed orientation, picture orientation and content orientation. Content orientation is divided into idea and technicality.

Sensory leads to feelings that informants have when encountering the ads. It could be a sense of clinging the feeling of good or bad memories. As observed in Table 3, IA said that it is ordinary. She felt nothing special. This is similar to H. The other informants put it a light or happy feelings. Informants were not quite easy in identifying the feeling they have over the picture. They also anchored the emotions into what reveals in the pictures. The

informants said that the yellow bright color brings happiness and cheerfulness.

Story is built by identification of what individual sees and feels. Identification provides a bridge to connect the objective world and subjective world for individual. Source of identification is how participants identify themselves using the ads. The participants could use the tangible items depicted in the ads



(material), the implicit attribute (idealistic), the infer context (formal) and a sense of aura (mystification). The word “synergize”, “sustainable” and “ethical” become the idealistic attribute that participant identified them shelves with. Further, participant H identified herself with the formal identification using her office situation in almost every statement.

This part describes anything in the ads that could be identified by sensory. The informants

stated more or less similar things but different impression. Some participants saw more hands (human role), while the rest were more into the flower and plant (environment). Insight is built based on the feeling and associations which emphasizes the study of Chung & Lee (2017) that emotion could lead into more engaging information processing. In this part, the identification is built by material identification which comes from the tangible part of the ads as shown by Table 4.

**Table 3.** Tangibility

Picture	Code	Statement
Single	YR	“I think it is clear”
	E	“I like the picture so much; the background color is eye-catching and not tacky. Overall I give 100 score”
Collage	IA	“The style and issue are standard of TBS, the latest trend of using dropped capital. The sentence quite long and it is difficult to spell it out. You cannot say it in one breath. I think it is pity that the color is grey. It looks like zombie’s hand, it has no blood flow, like a dead hand. It is better to use the color of the normal hand”
	G	“the repetition is a bit annoying”
	L	“please don’t go for yellow. And there are too many statements, exploit, ethic. In my opinion if you want it effective, it has to be like only one, big enough and attract all attentions. These are scattered all over the place“
	SS	“the number one, upper left is not clear. For the second picture, there are many small words at its lower part and much part is cut. The third and the fourth are clearer and simpler. The fourth is the simplest but straight to the message I think. The fifth is not clear, the fourth doesn’t match the message. The sixth is beautiful but too short. People need to search more about the definition of ethical trade”
	W	“it is confusing if only look into the picture”

Caption: Above are statements in regards to the ads as observed by the participants. The participants were asked to explain what they think when they see the ads. It focuses on the visual parts.

**Table 4.** Feeling

Feeling	Code	Statement
Ordinary	IA	“I think it is ordinary”
	H	“It is just ordinary, I am just thinking it is nice if there are flowers in each of the fingertips”
Happy	G	“Maybe because the picture, the background, the pictures, visually appealing right, why is it appealing? Because there are composition in each picture. there are hand with flowers in its finger tips, the bird is also impressive, all those things depict that we are human, manage everything”
	L	“there are butterfly, birds, flowers, all about plants. I feel, how’s to put it, maybe enthusiast”
	V	“look at this picture, look at the flowers, cheerful. It is like in the center of the garden you know”
	SS	“yellow color depicts that there are something to attend to, as warning color at the traffic lights, specifically the “enrich & not exploit” word. My first impression is environmental campaign, I feel ordinary, because it has been long ago that BS supporting environmental friendly campaigns, starting from care for environment to product refill”
	W	“I feel such brightness from the yellow color. I like to see greenish plants and colorful flowers”
	E	“It is cool, calm, happy because the picture of the flowers, butterflies and the yellow background”.
	YR	“Well, because I like plants so much, I like to see flowers and there is a feeling to taking care environment”

Caption: Sensory leads to the feeling. The table above describe what the participants feel after encountering the CSR projections.

**Association of the CSR Message to the Participants’ Value System**

The value discussed in this study is the moral code that resonates in the participants’ mind. The narrative fidelity is about the harmony of the values depicted in the CSR messages to the participants’ value system. They need to sense if the depicted values ring true. Based on the

data, the dominant emergence values are responsibility and sustainability. The minor emergence values are appreciation, behavior change and togetherness, as seen in Table 5. A participant, V, inferred the value close to the depicted picture, and another participant, YR, was more into the behavioral change and education. Moreover, H consistently anchored the value to her domain which is working environment.

The strategies of spiritualization refer to the value or idealistic thing depicted by the ads. The idealistic thing is constructed in “choice chance and change”, “responsibility in anything that we do” and “the value of life”. The participants identify themselves as the advocate for those values. Although the degree of advocacies is varied among the participants from awareness into behavior. Two participants know the value and commit nothing in regards to the advocacies. On the other hand, two participants are aware of the values and have already conducted workable activities which include minimizing plastic usages, reuse trash and urban farming.

The ads as narrative plays role in the consumers’ mind. The role is commitment taken by the

informants and fits with their personal values. It explores how those values spread to the significant others and how the informants apply those values in their everyday life. IA likes to share her commitment about the values using her own words. G relates the value into a general value of responsibility that is practiced in her daily life. It is also related to other issues such as environment, social and economic issues. W agrees to ads’ values but she is yet to commit to implement them. SS relates the ads to the TBSI product. She agrees with the value but dismisses the idea of practicing it through the brand purchasing. Further, E and YR could articulate the value into more workable commitment. E prefers to bring her own bottle and cutleries, and urges people doing so. YR’s hobby is urban farming and persuades her neighbor to follow hers. H translates it into leadership practices.

The harmony of the values depicted in the CSR message to the participants’ value systems shows the fulfillment of narrative fidelity. The values range starts from the value depicted by the picture to the value that is closely related to individual frame of references. The participants evaluate the compatibility between CSR activities and their characteristics, such as lifestyles, interest and values (Feldman & Vasquez-Parraga, 2013). H presented the values that are closely related to individual frame of reference. She related the ads to her working environment. In this part, identification is gained by strategies of spiritualization which refers to idealistic thing depicted by the ads. The commitment of action in regards to the claimed values is the sequence where participants are moved by the ads’ narrative.

**Table 5.** Identification

Identification	Code	Statement
	IA	“we have to sustain and enrich any available things”
	G	“decision about environment is in our hand”
	L	“we can make change by variety of choices that we decide to choose”
	V	“there is hand, flowers, the hand grows flower”
	SS	“if we can afford, we must choose product which economic chains give welfare to its producers”
	W	“It is bright and there’s a hand, there are flowers”
	E	“I see the hands and the flowers”
	H	“varieties of flowers, bird, butterflies and ferns”
	YR	“the picture of hand, animals and plants”
	H	“The flower is a metaphor of task and responsibility of each employee. The flowers will be beautiful if there are satisfaction in doing job”

Caption: The identification is built by material identification which is sourced from the tangible part of the shown ads. Some participants stated material identification while the rest discussed a more normative identification.

**Table 6.** Values

Values	Code	Statement
Responsibility	IA	“at the last picture it seems, the one puts choice chance and change, that we have to be able to choose things to make change by using the available chance, it seems, we can be wiser handling opportunities in order to do something”
Responsibility	G	“value, responsibility. Because everything is in our hands, so we have to be responsible about anything that we do”
Sustainability	L	“like responsibility, maybe affection and awareness too, maybe choice, like ethical choice”
Sustainability	W	“the value of life. I mean a sustainable life value, taking but not go beyond. And as it maintains the beauty and the balance for a sustainable life”
Sustainability	SS	“the product of BS has an added value or environment and for its supplier. Those values are about caring for the environment, caring for the reservation of natural resources and appreciation to the farmers and managing natural consumption. Those are universal values”
Responsibility	E	“From the written Enrich not Exploit, we could get responsibility and caring as the values. Kindness comes from a shady cool picture, flowers and butterfly”
Women empowerment	V	“appreciation for woman, because there is a woman picture, and I think this is also woman’s hand. There are flowers”
Behavioral change & education	YR	“I think it is more to the behavior or education values, there is a change from bad to good”
Togetherness	H	“Togetherness in solid team work will create optimal job satisfaction. The value is togetherness”

Caption: The narrative fidelity means the harmonious values between values of depicted ads to the participants’ value system.

However, the participants’ commitment to trade off the performance attribute and environmental concerns as stated in Berger and Kanetkar (1995) does not specifically define. The participants concern about environmental issues and construct realities. However, their concerns are not necessarily reflected in the product usages. Further, supported by the study by Auger et. al. (2006), the participants consider the CSR features but they are not interested in giving up functionality for a cause. Two informants stated that green products have premium prices.

### Story in Response to the CSR Message Projection

In the narrative probability, the participants give meaning to the ads by looking into the ads’ coherency to other issues that they have already known. The narrative probability is the consistency of the issues depicted in the ads with the prior knowledge of the participants. The dominant constructed meaning of the ads is the role of human in the environment sustainability. The world’s capacity to feed its population is decreasing. The participants’ stories are differentiated based on the emphasis. Those

are human role, the nature and the trade, as observed in the Table 6.

The constructed meaning is followed by the participants’ opinions after understanding the ideas. H always relates it to her office domain thus her opinion is related to the working environment. Other participants posit a role they could have based on the ads. The role could be distinguished into role in the environment and in the economics activity as seen in Table 7.

The narration is also inferred from guilt. The guilt refers to any discrepancies or gaps that the participants think or feel when they encounter the ads. The source of guilt comes in the discrepancies between good and bad; or right and wrong and also in the principle of perfection. The participants have an ideal situation in mind and what they see in the pictures have discrepancies to their ideal pictures. Further, the guilt comes in the awareness of conflict. The problems refer to any issues that need to resolve. Problem makes people employ a negative feeling and uncomfortable. The identified problem could be found in the statements in Table 8.

**Table 7.** Narrative

Emphasize	Code	Statements
Human Role	G	“sustainability, human has important roles as the main actor in managing the environment, universe, nature, because it creates. There are plants, birds, crops, not only the plants for food but also flower and there is a hand, so human has a big role in it”
	L	“if we consume something or if we own something, we try maybe, I mean we will try the product that we buy as much as possible that our consumption don’t destroy the environment”
	E	“creating something good using hands”
Nature	YR	“the message is that in our hands could be used to take care the natural resources around us, like animals, plants and any other living things. Synergize to give added value for the welfare of human being, is not harmed or exploit it or endanger the ecosystem”
	V	“to pay attention to the plants, to like the flower more. It will be beautiful if we plant more in the garden. This invites us to love the nature more”
Trade	SS	“the idea is to choose Body Shop cosmetic and product because it brings advantage and benefits for its producer from the upstream to the downstream”
	W	“the meaning of the copy is encouragement from the word enrich and exploit”
	L	“my take on the ads makes me think about the palm oil production process that endangers the environment and put pressure to farmers
Other (food combining)	SS	“The messages just like in the food combining group and local food bazaar have similar messages. In the food combining group for example is suggested to use coconut oil as the cooking oil, avoids the palm oil. The price is higher compare to palm oil but coconut oil processing is more natural, does not ruin the plantation ground and gives welfare to the farmers. Palm oil ruins the ground, burns the forest area and triggers more pressures from the businessman to the farmers”
	H	“Flowers are parable of task and responsibility of each employee. The flowers will be beautiful if there are satisfactions in doing the job. The beautifulness of flower as the result enjoy not only by employer and the workers but also by clients and customers ”

Caption: The narrative probability is the consistency of the issues depicted in the ads with the prior knowledge of participants. The table discusses the participants role in environmental sustainability.

**Table 8.** Guilt: The Conflict and Problems

Guilt	Code	Statements
Problems	L	“if we consume something or if we own something, we try maybe. I mean we will try the product that we buy as much as possible that our consumption don’t destroy the environment”
	YR	“the message is that in our hands could be used to take care the natural resources around us, like animals, plants and any other living things. Synergized to give added value for the welfare of human being, do not harmed or exploit it or endanger the ecosystem”
	G	“there states enrich not exploit, which means we cannot exploit without growing something. Then ethical trade because we don’t want to exploit, if we trade it must be beneficial trade for both sides. Then, if we want to change things, we must start it with ourselves. In a sense the choice is in our hand, we creates opportunities, thus we will change to be better together”
Discrepancies	IA	“The sentence quite long and it is difficult to spell it out. You cannot say it in one breath”. ”I think it is pity that the color of the hand is grey. It seems like zombie’s hand, it has no blood flow, seems a dead hand. It is better the color of the normal hand”
	SS	“As consumer when the economic condition enables me to choose the product, yes those values become consideration in selecting product when I went out for shopping. But when there’s a budget constraint. Those values are abandon for a while“

Caption: The above table describes the participants’ identified problems and discrepancies.

**Table 9.** Naming

Naming	Code	Statements
	G	“sustainability, human has important role as the main actor in managing the environment, universe, nature, because it creates. There are plants, birds, crops, not only the plants for food but also flower and there is a hand so human has a big role in it”
	L	“if we consume something, or if we own something, we try maybe, I mean we will try, the product that we buy as much as possible, that our consumption don't destroy the environment”
	E	“creating something good using hands”
	YR	“the message is that in our hands could be used to take care the natural resources around us, like animals, plants and any other living things. Synergized to give added value for the welfare of human being, do not harmed or exploit it or endanger the ecosystem”
	V	“to pay attention to the plant, to like the flower more. It will be beautiful if we plant more in the garden. This invites us to love the nature more”
	SS	“the idea is to choose Body Shop cosmetic and product because it brings advantage and benefits for its producer from the upstream to the down streams”
	W	“the meaning of the copy is encouragement, from the word enrich and exploit”

Caption: The strategies of naming refer to the language or terms. The table above describes meaning and identification of ads based on the participants' point of view.

As seen in Table 8. L pointed that human consumption threatens the environment. In other hand, YR offered a remedy for the problems. The synergy of natural resources and responsible human will create welfare. G presented an exploitation problem in the supply chains and suggested equity in trading. Lastly, the guilt could come in the principle of hierarchy. It refers to the participants' tendencies to structure people into hierarchy when the participants encounter the ads. SS used a principle of hierarchy and stated that TBSI is a product or middle up social class.

At last, the identification is reached using strategies as naming. Strategies of naming refer to the language or terms that are used by consumers when they give meaning and define identification of the ads. The naming identification could be observed in Table 9.

## Discussion

The first objective of the study is to explore the participants' perception when they encounter a CSR message. In regards to visual aspects, the participants view the ads into content orientation, picture orientation and mixed orientation. A participant discussed more about the technicalities. In regards to the feeling triggered by the ads, some participants did not feel something special but other participants claimed that the ads visualize happiness and cheerfulness. Further, story is built by identification. The dominant idealistic attributes based on the ads

are synergy, sustainable and ethical. One participant expressed her strong opinion related to her working situation. Although it looks like a deviation, she proves that meaning and story are very personal and individual.

The second objective of this study is to describe how the CSR message is associated with the participants' value systems. In this case, the participants need to sense if the depicted values ring true. The dominant emergent values are responsibility and sustainability, while the minor emergent values are appreciation, behavior change and togetherness. Moreover, the constructed depicted values lead to idealistic values on which the participants identify themselves as the advocate. The idealistic values are “responsibility in anything that we do”, “the value of life” and “choice as a chance to change”. Nevertheless, the degree of commitment and advocacies among the participants are varied, because the extent of involvement is depend on the projected narration as it is stated by Slater & Rounder (2002). Moreover, the description emphasized the study of Green & Brock (2000) that the narrative transportation could be more influential in a written text, although Chung & Lee (2017) claimed that visual emotional content can be utilized for the CSR message.

The final objective is to explore stories as a response to the CSR message which are related to human roles, nature and trade. Human roles are interlinked with nature; it means that a

human has to synergize with nature. The story in trade sector has different emphasize. One participant shared a story about food combining while the other talked about palm oil production. Through the stories, conflicts and problems that made the participants uncomfortable are labeled and reiterated as human consumption, environment exploitation, green product is a premium product and affordable for wealthy people only. The last statement emphasizes that influence of CSR on purchase intention is limited (Mohr et.al., 2001) and CSR product feature only becomes a consideration (Auger et.al., 2006).

In this study, the participants fluently posit environmental issues, green products and human roles. Although they have their own stories and memories, the values of CSR message are hooked in their minds. Nevertheless, awareness of the issue does not necessarily bring impacts as it is stated by Lee & Shin (2010). The advertisements used in this study are considered to have positive and happy impression. Therefore, further study using negative tone advertisement should be conducted since Chung & Lee (2017) claim that the CSR message projection is only impactful with the negative tone advertisement.

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