

Do Social Impact Business Models Improve Consumer Trust? a Review of Purpose-Driven Brands, Give-Back Models, Consumer Loyalty, and Commercial Sustainability

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Abstract

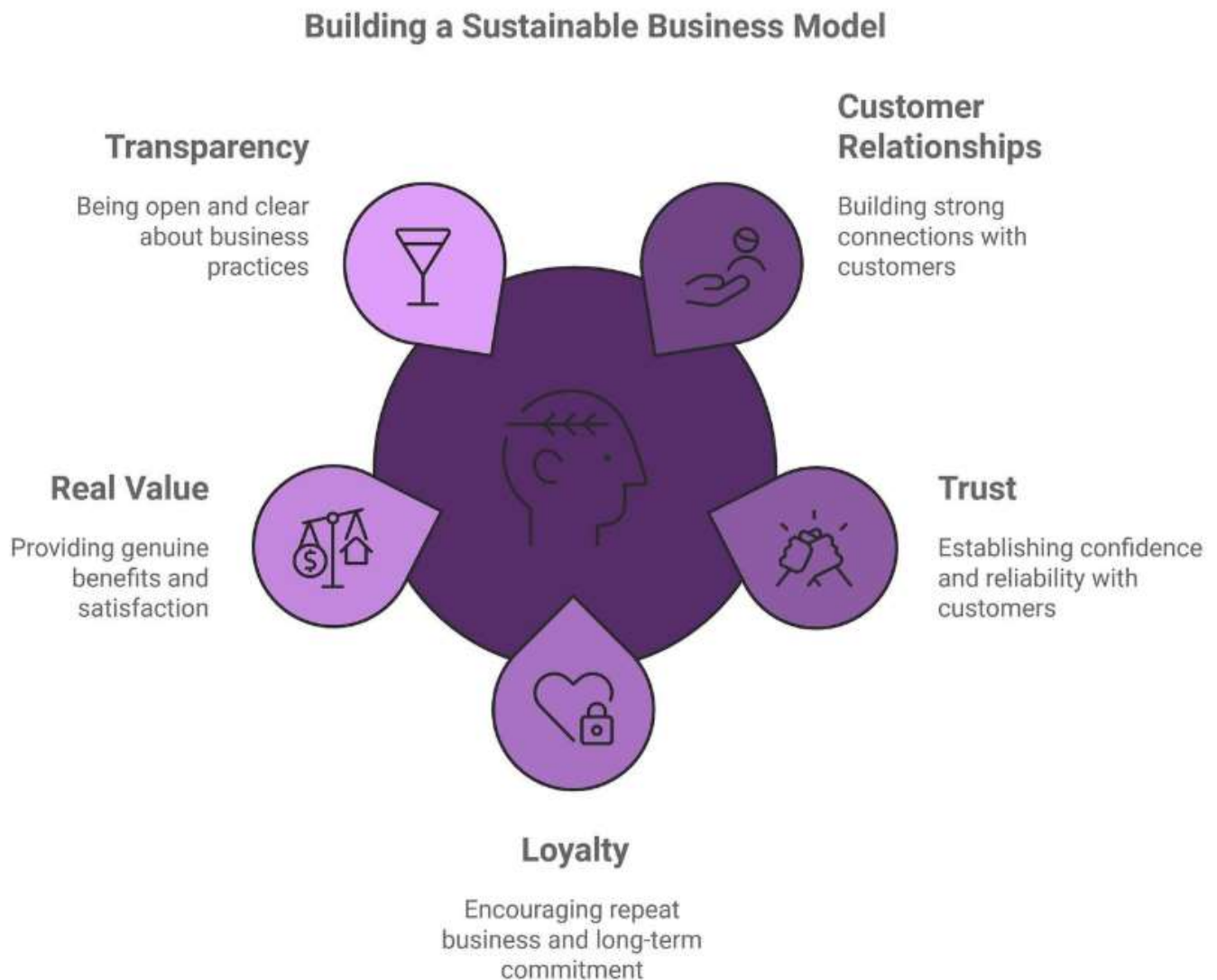
This research investigates if and how the social impact business models increase consumer trust, particularly purpose-driven brands, give-back models, consumer loyalty and commercial sustainability. This research focuses on academic literature that have been analysed and collected through reputed academic libraries and only literature published since 2016 is taken into consideration for this study. A comprehensive literature review is conducted to gain an understanding of how social impact initiatives can impact consumers' perceptions and their connections with brands. The results show that authenticity, transparency, consistency, and a clear link between social purpose and business activity are all important to build consumer trust, and that social-impact business models can support this. Social impact, however, doesn't always generate trust or loyalty; a consumer may not feel good about a cause if it seems to be a sales ploy or if it doesn't align with the true business practices. Purchase decisions are also affected by price, quality, and convenience and availability. In general, the implementation of a credible social impact strategy can be beneficial towards building better consumer relationships, foster customer loyalty and contribute to a long-term commercial sustainability if social goals are incorporated in the business and not only for promotional activities.

Keywords: Social Impact Business Models, Consumer Trust, Purpose-Driven Brands

1. Introduction

Consciously creating value beyond financial, by tackling social and environmental challenges with products and services and operating models. This has led to the development of purpose-driven brands, social enterprises, cause-related marketing and give back business models, in which commercial activities are linked to broader social goals (Aljarah, et al., 2020). These models are not about the business doing a social responsibility initiative, but rather about social impact being part of the business value proposition. These are especially important in markets where consumers are making value judgements about brands based on their values, ethics and how they think they contribute to society.

Figure 1: Building a Sustainable Business Model: Transparency, Real Value, Loyalty, Trust and Customer Relationships



In this regard, consumer trust is an essential consideration as consumers need to trust the company's social purpose in order to have a positive impact on their relationship with the brand (Aljarah and Ibrahim, 2020). If social-impact activities are seen by consumers as genuine and genuine and aligned with the company's actions, they can increase trust. But social-purpose claims can also generate scepticism where consumers believe that they are mostly promotional and/or commercially driven. So the connection between social impact and consumer trust does not necessarily equate to automatic or always positive. The research paper thus explores if social impact business models make the consumers more trustworthy, in this case more purpose-driven brands, more give-back models, more loyal consumers and more commercial sustainability. The paper critically analyses the academic literature to examine the effect of social purpose activities on consumer perceptions and any possible link between trust and greater loyalty and consumer behaviour. It further acknowledges that there may be instances when commercial value can be created for the social goals without compromising the integrity of the social goals. The study aims to synthesize the lessons learned from current literature on the opportunities and constraints of incorporating social- and commercial-business goals in a single entity.

2. Rationale and Objective

2.1 Rationale

As the social and environmental agenda are increasingly being linked to business activities, research has emerged on consumer reaction to purposeful business activities. In today's era, the majority of businesses are leveraging social-impact initiatives, cause marketing, charitable partnerships and give-back models to brand and build relationships with consumers (Baskentli, et al., 2019). But the commercial advantages of such strategies cannot be taken for granted just because a company is involved in a social cause. Consumer trust is based on what consumers think about the company's intentions, the veracity of the claims, and whether the company's claims align with its actions. Thus, this study is significant as it focuses on the critical relationship between the social impact and consumer trust. Previous studies have documented positive links between CSR, cause-related marketing and consumer reaction, but it has also been noted that authenticity, the perceived fit, transparency and consumer scepticism are important (Schamp, et al., 2023). These can help provide some answers to why some social-impact strategies might create trust with some brands and be ineffective or hurtful for others. It also has implications for commercial sustainability, as, for businesses, sustainability is a balance between social goals and financial performance and long-term customer relationships. A study of consumer loyalty and trust can help to provide insight into the extent to which the social-impact business model can establish value over time. Existing academic literature, then, can offer helpful insights for businesses in creating believable, meaningful purpose-driven strategies without a negative impression of opportunistic or only promotion-based social responsibility.

2.2 Objectives

To examine how social-impact business models and purpose-driven brand strategies influence consumer trust.

To critically evaluate the role of authenticity, transparency, cause–brand fit and perceived sincerity in shaping consumer responses to give-back and social-impact initiatives.

To assess whether increased consumer trust resulting from social-impact business models contributes to consumer loyalty and long-term commercial sustainability.

3. Methodology

The methodology of this research is qualitative in nature, which aims to study whether social impact business models can be used to influence consumer levels of trust, consumer loyalty and commercial sustainability. There is no primary data collection (survey, interview, questionnaire) and the data used is from academic literature found in reputed journals and academic libraries. Secondary research is suitable for this as it allows existing academic evidence to be critically reviewed, compared, synthesised, and conclusions made about what has been found, contrasting views and research gaps. The literature search is done based on the academic research published since 2016, which means that the literature searched is relatively new in the field of purpose-driven branding, social-impact business models, cause-related marketing, consumer trust and consumer loyalty. The search terms are: combinations of keywords like social impact business models, purpose-driven brands, give-back business models, cause-related marketing, consumer trust, consumer loyalty and commercial sustainability. Studies are chosen based on their relevance to the research goals and academic rigor and value in understanding the impact of social issues on consumer behaviour. The literature gathered is thematically analysed based on the five themes identified in the literature review. Ethical concerns involve the accurate representation of results and

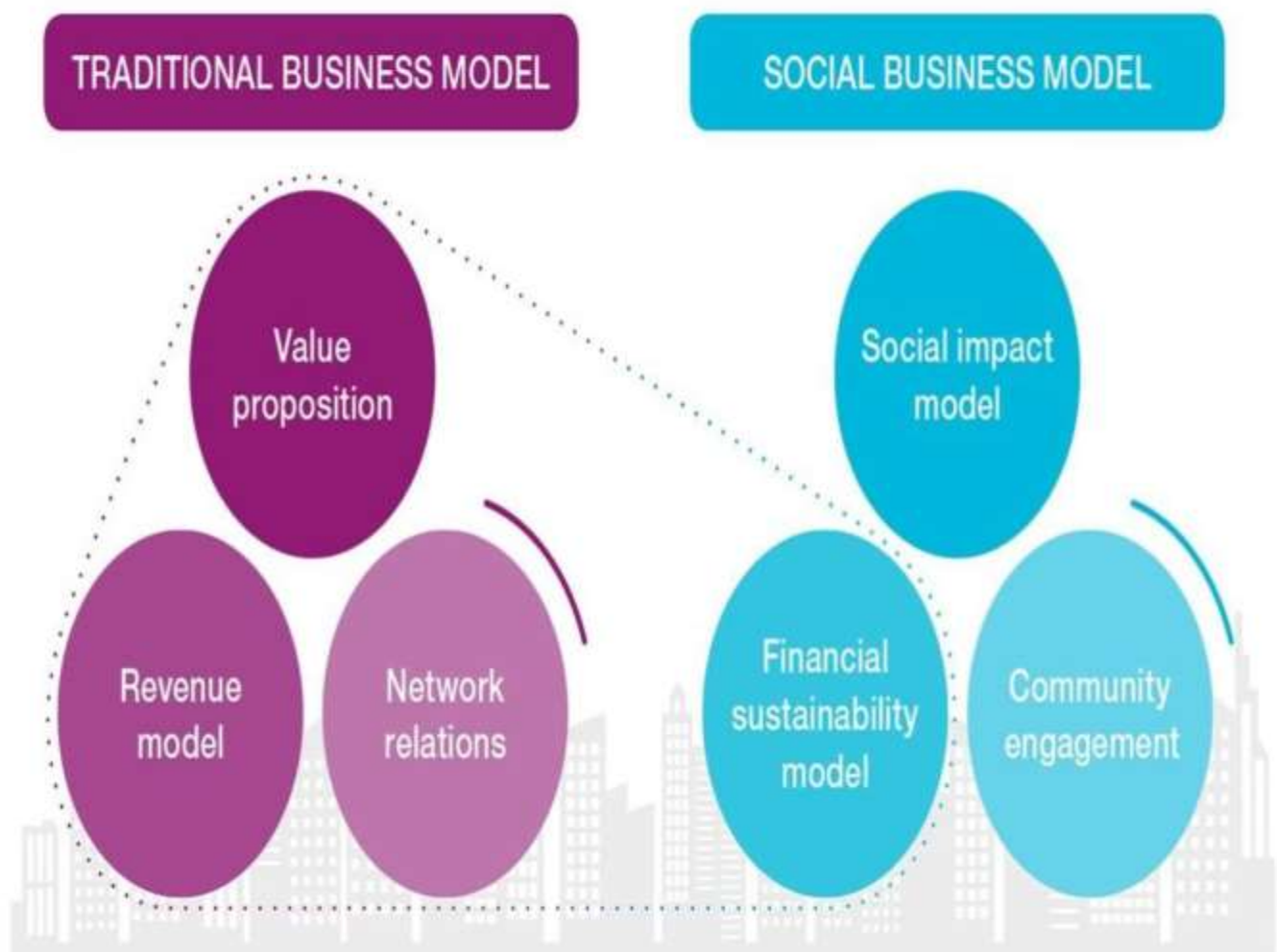
ideas from previous research, the avoidance of plagiarism, the appropriate acknowledgement of original authors when they are subsequently cited and the manipulation or misrepresentation of evidence. The study does not utilize any personal data or human subjects, making risks to participants and concerns about consent and confidentiality irrelevant.

4. Literature Review

4.1 Social Impact Business Models and Purpose-Driven Brands

Social impact business models are gaining in significance, as companies try to tackle social and environmental issues while keeping their business goals in mind. While traditional business models have tended to prioritize financial returns, social impact models aim to generate economic value and create positive impacts for community, society or the environment (Saha, et al., 2023). One of the most prominent examples of this is purpose-driven brands which convey and communicate a greater purpose other than selling products and making money. The purpose can relate to issues like environmental protection, poverty reduction, education, health, inclusion/community development etc.

Figure 2: The Business Model Spectrum Revisited: From Traditional Charity to Traditional Business

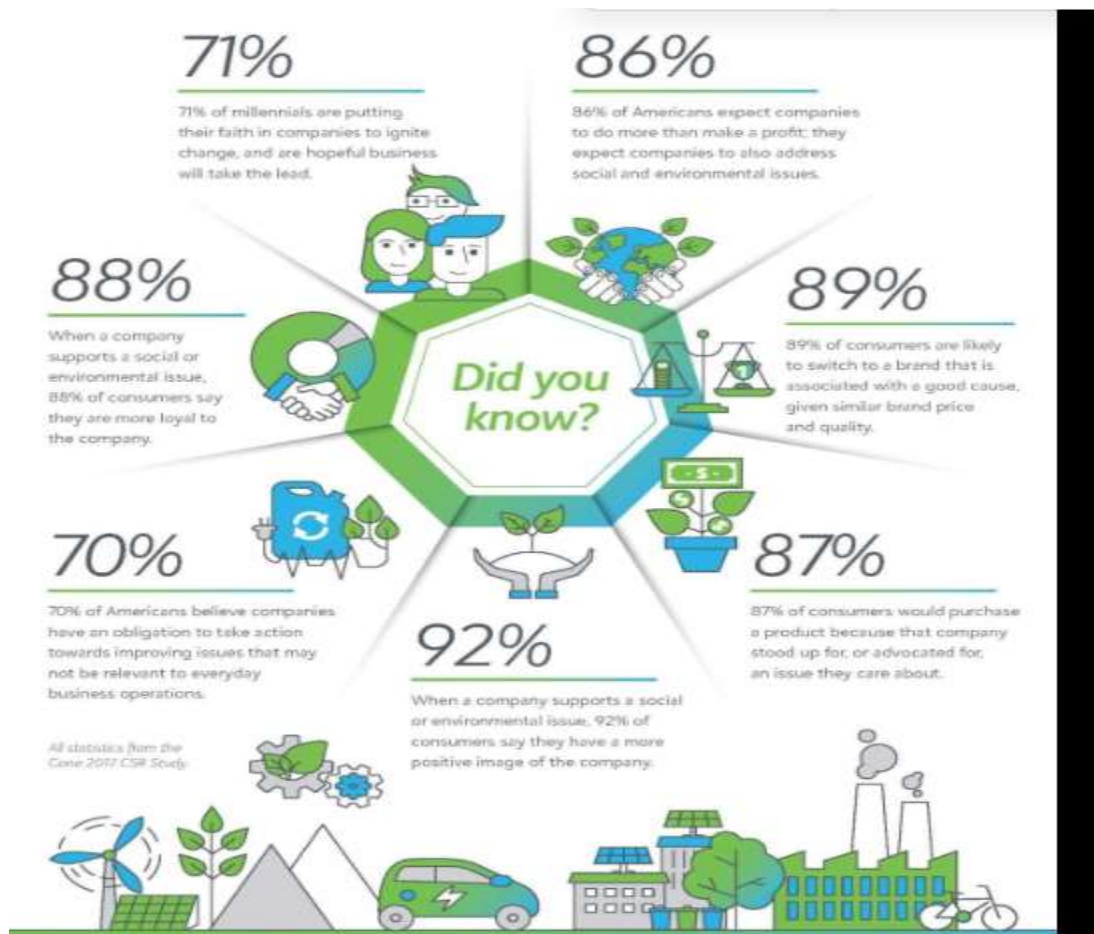


The following diagram shows the balance between social purpose, stakeholder value, sustainability and commercial goals. As businesses' expectations change, these models are becoming more important. Consumers are seeing brands that are conveying ethical messages and social pledges in their products, in their marketing and in their business practices. This is an opportunity for businesses to distinguish themselves from the others and to highlight that their actions are part of the fulfilment of broader societal goals (Vieira, et al., 2023). But not all organisations have a social purpose, and not all consumers will necessarily trust the organisation. The customers might wonder if it is truly a part of the business or if it is merely a marketing tactic. The importance of consumer trust is heightened in the context of social-impact claims, where consumers may lack the means to verify much of the information. For instance, a consumer could come across a brand that states it cares about communities or about lessening environmental impact but may not have a deep grasp of how the organisation actually achieves these goals (Walter, et al., 2024). As such, consumers can consider consistency, transparency and corporate behaviour when determining the trustworthiness of the claims made by a business. Consumers might perceive the brand as authentic when the social purpose seems to be integrated into the company's goods, processes and overall conduct. Branding can thus develop deeper consumer emotions and relationships, when it is purpose-driven. Consumers who resonate with a company's social cause might feel they are embodying their own values when they buy from the company. This may enhance the brand attachment and lead to brand loyalty (Lee and Jeong, 2022). But sometimes, purposeful positioning can also bring up higher expectations. Once a company is seen as socially responsible, its actions will be taken more seriously and a consumer's reaction may be less favourable if there is a contradiction between the company's purpose and its behaviour. Social impact can thus enhance trust but can also introduce reputational risk if it is not backed by credible action.

4.2 Give-Back Models and Cause-Related Business Practices

Give-back models are about linking business and social actions. In these methods, companies can allocate a portion of their earnings, goods or resources to a social cause, sponsor a charitable organisation, invest in a community project or offer consumers the chance to get involved in a social project with their purchase. This is closely related to and related to cause-related marketing, which refers to the link between a company's marketing efforts and a specific social cause (Hernandez-Fernández and Lewis, 2019). There are models that enable consumers to get involved with social impact in a fairly simple way – this is called give-back models. Consumers do not need to make a donation or volunteer, but they can do so indirectly through a purchase. This can make customers feel included and enhance their perception of the brand (Park and Kim, 2019). If consumers think that they are buying a product that is doing something to help them support a cause that they care about, they may feel more positive about the purchase.

Figure 3: The Price of Loyalty: Alignment of Purpose and Practice Across Generations

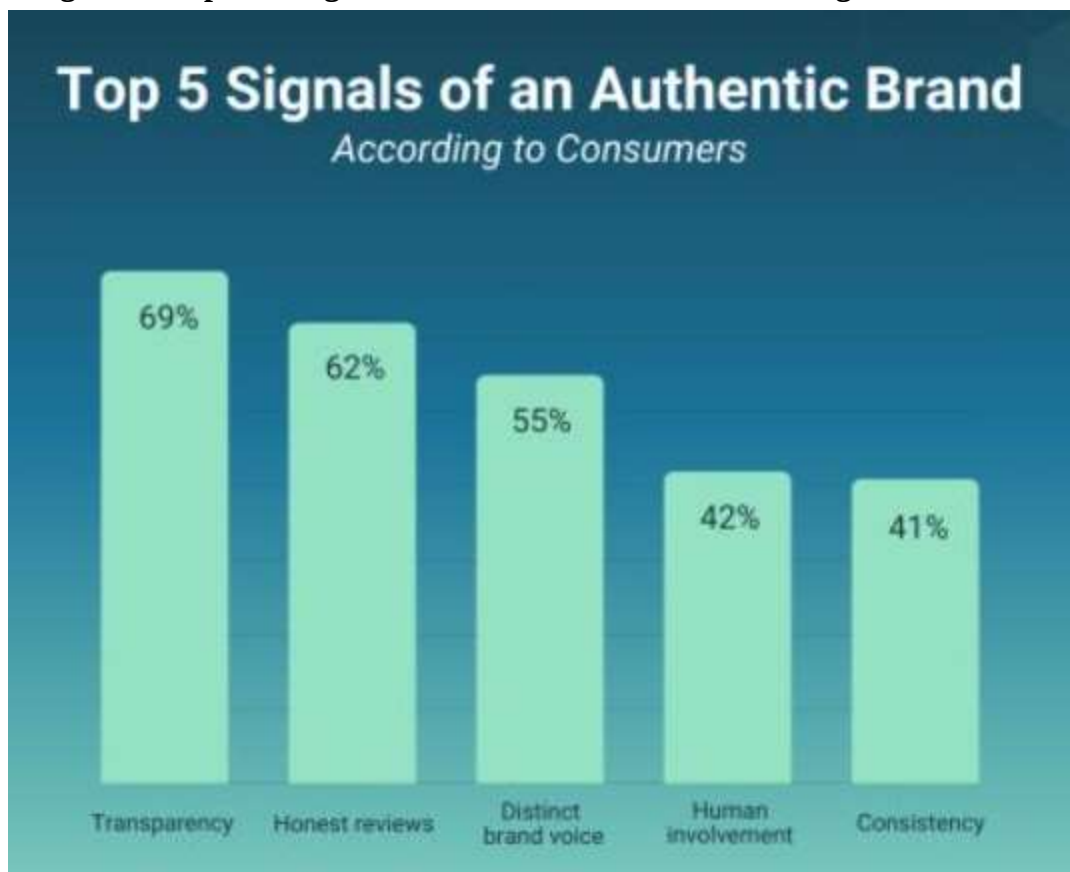


But the success of the give back model is highly contingent on the credibility of the program. Consumers can ask the following questions: What portion of the purchase does it go to the cause? To whom does the purchase go? Is the company truly dedicated to the cause? When the information is not clear, consumers will doubt the motives of the company (Khan and Fatma, 2019). The primary approach to communication when implementing a give-back campaign might be taken as a sales push, not a social responsibility initiative. Fit is also a crucial factor with cause branding. The consumers tend to be more receptive to and understand a social cause when there is a logical link between the business operations and the chosen cause (Sharma and Jain, 2019). For instance, a food company that is supporting food security might seem a more natural candidate for a social issue to support than a company choosing a different social issue without explaining the connection. When there is strong alignment, it can help make the initiative feel more real, but when there is weak alignment it can raise questions about the company's intent. Give-back models can also have a positive effect on consumer loyalty, establishing a positive relationship between the brand and the consumer. Consumers may think that buying from a company can help them to support a cause they believe in. However, the social impact will not prevail over everything else in the purchasing decisions (Dumitrescu, et al., 2018). Product quality, price, convenience, availability and personal needs are still important to consumers. Therefore, give-back schemes need to be considered as a component factor in the consumer decision-making process, and not a prerequisite for the continuation of purchases.

4.3 Authenticity, Transparency and Consumer Trust

To determine the effectiveness of social-impact business models in building consumer trust, it is important to understand authenticity and transparency. To know if social-impact business models are an effective way to build consumer trust requires a knowledge of authenticity and transparency. Trust is a belief in the reliability, honesty and probable consistency of an organisation in regard to its promises or commitments. Consumers want to feel that a company's social assertions are true of their actions in a social context (Arli, et al., 2019). Authenticity is especially relevant since consumers might perceive the difference between true social engagement and communication that is designed to be marketable. Social impact can be embedded in the core activities of the organisation, thereby adding to the authenticity. When a company's actions in sourcing, employment practices, community relations, environmental efforts, and product development are consistent with its stated values, its purpose might seem more believable. However, when a company makes a public statement of social responsibility, and its broader practices seem to contradict that commitment, consumers may doubt the authenticity of the company's actions (Zhang and Hanks, 2017).

Figure 4: Top Five Signals of an Authentic Brand According to Consumers



Transparency facilitates this evaluation by offering consumers information on what the organisation is actually doing. To promote transparency, businesses can outline the goals of their social programs, make information accessible about contributions, and report on their progress in a truthful manner. Equally important, transparency shouldn't be about telling only positive things. A credible organisation can recognise the scope of limitations, challenges and opportunities for further development (Ratnakaran,

2019). This transparency can help foster trust. Scepticism among consumers is a huge hurdle. People today are inundated with a great deal of corporate advertising and social responsibility messages. Consequently, some may be wary of purpose-based claims. Tricky words can lose their meaning if they are applied without specificity, like sustainability, ethical production and social responsibility. This raises concerns that consumers may see social-impact marketing as an effort to generate a positive image but not provide any real impact (Moscato and Hopp, 2019). Social impact and trust are then a matter of perceived motives. If consumers think that businesses have commercial goals, yet they still trust the business, they believe that social goals are genuine (Ramasamy, et al., 2020). The issue is that profit seems to be the only rationale for the social initiative. Commercial gains need not be sacrificed in social-impact work, but businesses must prove that there can be commercial success and good social outcomes. Authenticity and transparency then serve as important factors to link social impact and trust. A company which clearly conveys the reason of its existence and is always backed up by practical action is more likely to establish credibility. On the other hand, hyperbole or incomplete data/inconsistencies can lead to mistrust and potentially hurt the brand.

4.4 Consumer Loyalty and Long-Term Brand Relationships

Consumer trust is significant when considering loyalty, as customers who are confident in the brand will have a more resilient and lasting relationship. Loyalty can manifest itself as repeated purchases, the willingness to recommend a brand, opposition to other brands and the warm feeling towards the organisation. Their social-impact activities may be able to help achieve these outcomes by providing another reason for consumers to stay engaged with a brand. If consumers feel that a company's values align with their own then they could find themselves becoming more involved with the organisation. Buying products from such a company can become a means of expressing personal beliefs and social identity as pointed out by Moreno and Kang (2020). It is especially important for purpose-driven brands as their social purpose is part of the meaning of the brand. Consumers can therefore be loyal, not just based on functional benefits in the product, but on the brand itself.

Figure 5: Consumer Expectations of Socially Responsible Companies: Key CSR Statistics



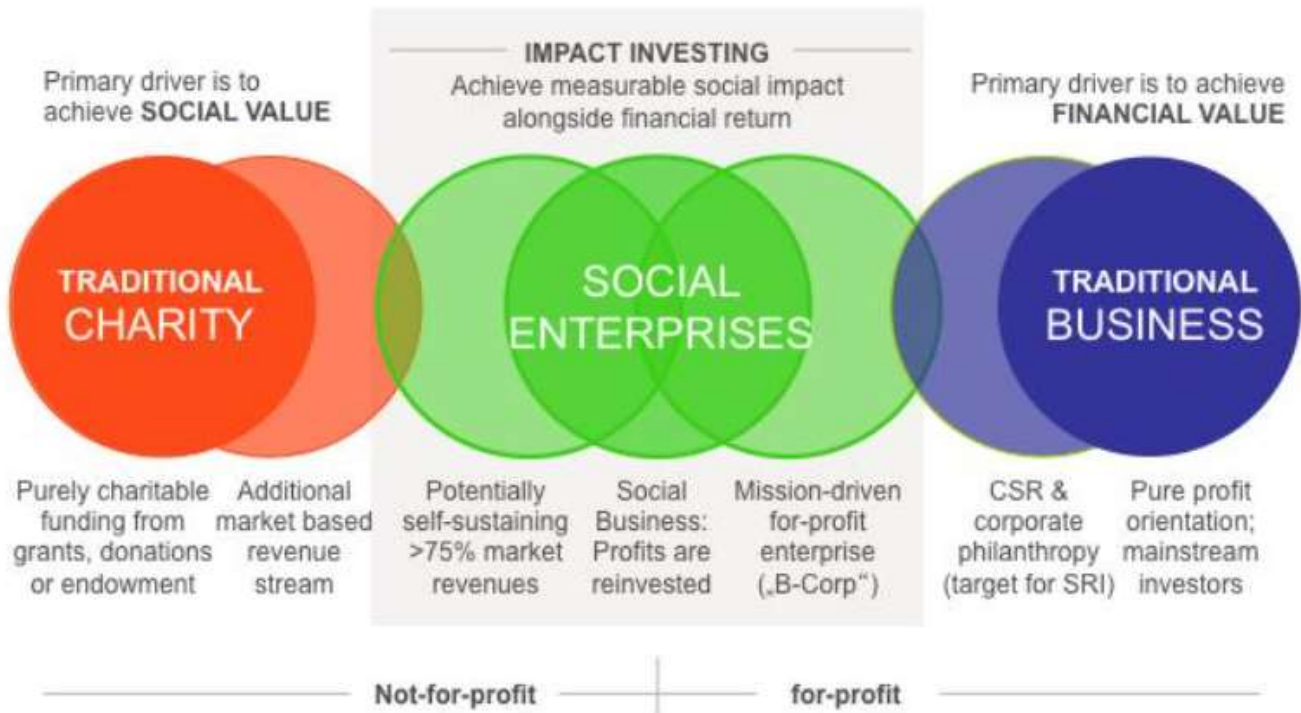
But having positive attitudes about social impact does not necessarily lead to real loyalty. The customer can agree with a company's social cause and still buy their competitor. Several practical factors contribute to the difference between consumer's stated preferences and their actual purchases. Price is still relevant and important especially if socially responsible products are seen as higher cost. In addition, the convenience, quality of the product, availability and familiarity can affect the final choice (Schade, et al., 2022). This implies that social impact should not be the value the product or service provides, but rather an addition to it. While a consumer might like a brand's charity work, if the product doesn't deliver the quality or price performance they are expecting, then the social value may not be enough to encourage them to make repeat purchases. Purpose-driven brands need to provide a functional and social benefit, therefore. However, trust can serve as a crucial basis for enduring partnerships (Dai and Reich, 2023). After consumers think that a firm operates according to its core, they can be more forgiving if it occasionally makes wrong moves and more likely to recommend the brand or think of it when they are buying products. Trust can also help to diminish uncertainty due to consumers' increased confidence in the organisation. Thus, social-impact business models can play a part in fostering loyalty in a mix of trust, identification and perceived shared values. Nevertheless, loyalty should not be considered an automatic consequence of social responsibility. In addition to their social duties, businesses must ensure both the performance of their goods and services and customer satisfaction and competitive value (Nguyen, et al., 2023).

4.5 Commercial Sustainability and the Balance Between Purpose and Profit

The last theme asks whether there is a way of creating a social-impact business model that is also financially viable for a firm to achieve social impact. This is a significant problem as businesses need to be generating more revenue to sustain their operations and investments and to fulfil their social purpose (Velte, 2022). If a social-impact model is not viable financially, it will be a challenge to generate long-term social value. Meanwhile, the social purpose may be undermined by over-emphasis on commercial returns. Commercial sustainability thus depends on a proper social-economic balance. Social impact can have the potential to enhance brand differentiation, consumer trust, customer relationships and customer loyalty which can lead to business sustainability. By fulfilling a credible social purpose, a company can differentiate itself in the competitive market and gain customer loyalty, who care about responsible business behaviours (Aljarah, et al., 2020). Good relationships can also have long-term benefits via repeat sales and positive recommendations.

Figure 6: Traditional Business Model Versus Social Business Model

The business model spectrum revisited



But, companies need to refrain from thinking that consumers will always be willing to pay more or pick a product just because it has a social benefit. Consumer choices are affected by the economy and personal factors. However, even consumers who are strongly proponents of social causes may make price or convenience considerations when they purchase (Chaabouni, et al., 2021). For purpose-led organisations, this poses a real challenge as they are required to deliver real social benefit and not render their product/service unavailable to their target market. Another aspect that poses problems is the trade-off between commercial growth and social goals. Consistency can be more challenging as the purpose-driven business grows, with consistency at supplier, staff, partner and market levels. Pressure may also come from investors or management to focus on financial performance for a company. When social goals take a back seat to business goals, consumers can feel that products are not authentic (Le and Ngo, 2021). The literature then indicates that social impact ought to be integrated into the business model and not seen as a marketing gimmick. Social goals are more likely to be long-term and sustainable if they are linked to the company's means of operations, stakeholder relationships and capabilities. Careful communication of business's social impact is also important, as is not promising more than they are able to deliver. In general, the five themes reveal that social-impact business models can help to generate consumer trust, but only under specific circumstances. When the activities are relevant and have a genuine and transparent purpose, they can generate positive perceptions for the brand and have a giving back model (Aljarah and Ibrahim, 2020). Trust can then foster enhanced consumer relationships and loyalty, which can lead to commercial value. However, consumers are price, quality and convenience sensitive and they are sensitive to perceived corporate motives. Trust and loyalty is not, however, assured by social impact. This is because it relies on the degree of congruence and authenticity of the

company's social purpose in its actions. The best social-impact business models are then the ones that link meaningful social outcomes to credible business practices and sustainable commercial value.

5. Conclusion

This research focused on understanding how social impact business models can enhance consumer's trust especially for brands carrying purpose and give-back models, consumer loyalty and commercial sustainability. There are many references in the literature that social-impact activities can positively impact consumer trust if they are felt to be sincere, honest and aligned with an organisation's broader actions. Purpose-driven brands can build better connections with consumers by showing them values that are more than just monetary, and give-back models can give consumers chances to help social issues via their purchases. But, social impact doesn't always translate into greater consumer trust and loyalty. If the social claims seem to be exaggerated, business driven or conflict with the real business practice, consumers can become sceptical. Therefore, authenticity, transparency, cause-brand fit, and perceived corporate motives are important aspects that impact consumers' responses. While consumers will be more loyal, have positive word of mouth and likely purchasing intentions when they trust a brand, there are still pragmatic elements that play a role in their purchase decision – like price, quality, convenience, and availability of the product. The results indicate that social impact ought to be taken more seriously than a marketing ploy. Social goals, rather, should be considered and embedded in substantive ways in business operations, products, stakeholder relationships and long-term decision making. The reporting and communication of corporate social responsibility should be transparent and not make promises that cannot be fulfilled. When establishing credibility it is crucial to be consistent between stated purpose and actual behaviour. Overall, social-impact business models have the potential to create both social and commercial value. Improving consumer trust relies heavily on their perceived authenticity and credibility. Under these conditions, social impact can be used to enhance consumer relationships, foster consumer loyalty and support commercial sustainability over a longer period of time, whilst also enabling businesses to make a positive contribution to broader social goals.

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