

ICA CCR EUROPEAN RESEARCH CONFERENCE 2022

“Rethinking co-operatives: From local to global and from the past to the future”

13-15 July 2022, Athens Greece

Organizers:



**International
Co-operative Alliance**
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Co-operative Research



ΙΝΣΤΙΤΟΥΤΟ ΣΥΝΕΤΑΙΡΙΣΤΙΚΩΝ ΕΠΕΥΝΩΝ

& ΜΕΛΕΤΩΝ (ΙΣΕΜ)

Title of abstract: «The impact of Corporate Social Responsibility on electronic word of mouth (e-WOM) and brand equity: A study between supermarket consumers in Greece»

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Abstract

Social and Solidarity Economy operates between the private sector that aims at the production of private wealth and the public sector that aims at the production of public wealth. It is a field that includes projects and practices created by private actions, giving priority to meeting their needs and the production of common goods that are not covered by the public and private sector.

Recently, there are many companies that, additionally to the economic dimension, try to cover others, using environmental and social actions. The implementation of such actions is done through Corporate Social Responsibility. Effective communication of CSR practices is essential, as it can enhance consumer evaluation of a company by improving their identification with it, which can affect positive word-of-mouth communication (WOM) and electronic word of mouth (eWOM). Social media offers companies new opportunities to connect with consumers and have become a powerful tool for communicating the company's activities to them. The consumer engages with eWOM when engaging in an online dialogue, writing reviews, answering questions, nodding a trademark.

The purpose of this dissertation is to examine the relationship between Corporate Social Responsibility and electronic word of mouth as well as the relationship between Corporate Social Responsibility and brand equity. In order to investigate the above relationships, a survey was conducted using a questionnaire which was shared electronically. Data were analyzed using SPSS 21.0 statistical program.

Keywords

Social and Solidarity Economy, Corporate Social Responsibility, brand equity, eWOM, social media.