Balancing Profit and Responsibility: The Role of Corporate Social Responsibility in the Digital Era

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Abstract*: This research aims to explore the application of ethics and corporate social responsibility (CSR) in the context of digital consumerism. In the increasingly evolving digital era, companies are faced with new challenges related to consumer personal data management, algorithm-based marketing, and environmental sustainability. This study uses a quantitative and qualitative descriptive approach, by collecting data through surveys, in-depth interviews, and documentation studies. The results show that although many companies have policies related to personal data management and sustainability, there are still shortcomings in terms of transparency, consumer data protection, and managing the impact of marketing on consumer welfare. In addition, companies also face challenges in reducing the digital divide and minimizing negative impacts on the environment. This research reveals that more consistent CSR and the implementation of more transparent ethical policies can improve a company's reputation, build positive relationships with consumers, and contribute to social and ecological sustainability. In conclusion, companies need to adapt to the increasing demands of ethics and CSR to achieve a balance between financial benefits and social responsibility in the digital age.*

INTRODUCTION

The digital era has brought significant changes in the way companies operate and interact with consumers. Information and communication technologies, especially the Internet and social media platforms, have transformed the marketing landscape, allowing companies to reach a wider and more segmented audience (Setianingrum et al., 2024). These developments, while providing great opportunities in terms of efficiency and market access, also pose new challenges, especially in the aspects of ethics and corporate social responsibility (CSR), which are increasingly relevant in the context of digital consumerism (Putra et al., 2024). Digital consumerism refers to consumer behavior that increasingly relies on technology to search, buy, and consume products or services (Yusran et al., 2025). However, along with these developments, challenges related to personal data protection, privacy, and manipulation of consumer behavior are becoming increasingly complex and require wise management by Companies (Waruwu et al., 2024).

One of the main issues that arise in digital consumerism is the exploitation of consumer data (Ruslita et al., 2025). Companies now have enormous access to users' data through digital platforms, applications, and social media (Noventa et al., 2023). This data is often used to target more effective advertising and to personalize the consumer experience (Oktaviani et al., 2024). However, major questions arise regarding the extent to which companies have a responsibility to protect such data and ensure that its collection and use are carried out transparently and ethically (Ningrum et al., 2025). Unethical or manipulative data collection can damage consumer trust and risk damaging a company's reputation (Martin & Shilton, 2022).

On the other hand, ethics in digital marketing is also a major concern (Suwitho et al., 2023). Companies often use highly sophisticated algorithm-based marketing techniques, which aim to influence consumer behavior without them realizing it (Erfiana & Purnamasari, 2023). For example, ads that appear on social media are often tailored to consumers' data, exerting psychological pressure to purchase certain products or services. The use of these data-driven marketing techniques, if not managed wisely, can lead to psychological manipulation that harms consumers and encourages decisions made without a full understanding of the consequences (Zuboff, 2019). Therefore, there is an urgent need to develop clearer ethical guidelines in digital marketing that involve transparency and consumer protection (Wibawa, 2024).

In addition, digital consumerism also raises dilemmas related to sustainability and environmental impact. Many large companies have adopted digital-based business models that require the consumption of large amounts of natural resources (Syaifullah, 2020). For example, data centers used by tech giants such as Amazon and Google require very high energy consumption (Hizbandyah et al., 2023). The use of these resources to support digital services, if not ethically managed, can have a negative impact on the environment and contribute to climate change (Aqila & Sisdianto, 2025). Therefore, companies need to consider their social responsibility towards environmental sustainability and ensure that their digital operations are not only economically profitable but also environmentally friendly (Crane & Matten, 2021).

With the increasing social awareness of ethical and sustainability issues, companies are now facing increasing pressure to adhere to higher ethical standards (Adrai & Perkasa, 2024). Consumers are now more critical of company practices and prefer to transact with companies that are considered to have values that are in line with ethical and sustainability principles (Salimudin & Jubaedah, 024). CSR in the context of digital consumerism is not only related to regulatory compliance but also involves proactive efforts to improve social and environmental welfare (Harrison, 2020). In this case, companies need to ensure that they are not only focused on financial gain but also on the social impact of their operations.

Corporate social responsibility (CSR) in digital consumerism must include more than just managing environmental impacts. Aspects of social justice, such as reducing inequalities in access to technology and information, should also be a priority. Technology companies often have access to enormous resources, but not all consumers have equal access to these technologies (Wibowo, 2014). Therefore, companies are expected to contribute to reducing the digital divide and ensuring that the technology they offer benefits all levels of society, not just certain market segments that are richer or more digitally connected (Permana et al., 2024).

On the other hand, the growing reliance on digital platforms also raises questions regarding consumer freedom in making choices. Many companies rely on algorithms to direct and personalize the consumer experience (Widyastuti & Nasution, 2024). However, most of the time, these algorithms do not provide room for consumers to make completely free decisions. There are concerns that the algorithms used may exacerbate consumers' dependence on certain products or services and influence their decisions based on limited or biased information (Tufekci, 2015). For this reason, companies must develop policies that ensure that consumer choices are maintained and not distorted by algorithms tailored for financial gain alone.

Companies operating in the digital world must also consider their role in shaping the consumption culture. Digital platforms used to market products and services often create a culture of excessive consumption, which can be detrimental to both consumers and the environment. Excessive digital consumerism can lead to a waste of resources and negatively impact consumers' psychological well-being. Therefore, companies need to consider implementing more responsible marketing practices, including developing more sustainable business models and reducing the urge for overconsumption (Elliott & Prasad, 2021).

However, the implementation of ethics and CSR in the context of digital consumerism is not without challenges. Companies often face difficulties in balancing short-term profits with long-term social responsibility. Although many large companies claim to support ethical and sustainability principles, their practices often contradict those claims. Therefore, companies need to have a stricter oversight system in place to ensure that they are truly adhering to their commitments to CSR, especially in terms of data management, sustainability, and the social impact of the technologies they develop (Kotler & Lee, 2021).

This research is very relevant to the field of management science, given the rapid development of digital technology and its impact on the way companies operate and interact with consumers. In the context of management, companies are not only required to achieve optimal financial performance but also must pay attention to the ethical and social responsibility dimensions that are increasingly receiving more attention from the public and other stakeholders. This research is important to provide a deeper understanding of how companies can integrate ethical and CSR practices into their business strategies, which not only focus on profit but also pay attention to sustainability and social welfare.

Furthermore, this research makes a significant contribution to helping managers and organizational leaders understand the dynamics of digital consumerism and its impact on marketing decisions, business strategies, and managing relationships with consumers. With the increasing role of big data, artificial intelligence, and algorithm-based marketing, managers need to have a deep understanding of the ethical issues associated with the collection and use of personal data. The research also helps managers understand how to manage reputational risks associated with data misuse or non-transparent marketing practices.

In addition, in the context of sustainability and environmental impact, this research will provide insights into how companies can design business strategies that not only focus on financial returns but also consider the ecological and social impacts of their business activities. In this regard, management science needs to adapt to global trends that increasingly emphasize the importance of social responsibility and sustainability in every business decision. The research is expected to generate practical recommendations for companies to build more ethical and responsible business strategies, as well as inspire organizational leaders to implement policies that support a balance between achieving business goals and making a positive contribution to society and the environment.

METHOD

This study adopts both a quantitative and qualitative descriptive approach to explore the implementation of ethics and corporate social responsibility (CSR) in the context of digital consumerism. The quantitative approach aims to describe and analyze the extent to which companies integrate ethics and CSR, focusing on their impact on company performance and reputation. Meanwhile, the qualitative approach seeks to gain a deeper understanding of how company managers and stakeholders perceive ethical and CSR issues in the digital world.

The population of this study consists of companies operating in the digital and e-commerce sectors that are listed on the stock market, as well as those employing digital-based marketing strategies. The sample is selected using purposive sampling, focusing on companies with a broad digital market reach and those involved in collecting and utilizing consumer personal data. Three data collection techniques are employed in this study: surveys, in-depth interviews, and documentation studies. A survey will be distributed to 50 companies, while 30 company managers or executives will be interviewed in-depth. Additionally, documentation studies will include collecting annual reports and data privacy-related policies from the companies involved.

Quantitative data will be analyzed using descriptive statistical methods. In contrast, qualitative data will be analyzed through content analysis to identify key themes related to the challenges and opportunities companies face in managing ethics and CSR. The goal is to describe, measure, and understand how ethics and CSR are implemented in the context of digital consumerism. The quantitative analysis begins with a data description, where the frequency and percentage of each questionnaire response will be calculated. This will help identify how many companies are effectively implementing ethical and CSR policies. Additionally, the average score for each statement will be computed to determine the overall implementation level of ethics and CSR, with higher scores indicating better adherence to these principles.

The data will also be grouped into key categories such as personal data management, digital marketing practices, social responsibility and sustainability, and the influence of ethics and CSR on business decisions. This categorization will allow for identifying areas where companies are performing well and areas where improvements are needed. To analyze any differences in the implementation of ethics and CSR, statistical tests such as ANOVA or t-tests will be conducted. These tests will help determine if variations exist based on factors like company size or market reach, offering insight into the drivers of better ethical and CSR practices.

Correlation analysis will be used to explore the relationships between the implementation of ethics and CSR and factors like consumer trust, company performance, and social reputation. This analysis will help identify whether companies that align more closely with ethical and CSR standards tend to achieve better outcomes in terms of consumer satisfaction and market performance. The qualitative analysis will focus on in-depth interviews with company managers and executives. Data will be transcribed and coded to identify key themes related to ethics and CSR in digital marketing, data management, and sustainability. Themes such as challenges in data protection, transparency in digital marketing, sustainability concerns, and access to technology will be explored.

Once themes are identified, meaning analysis will be conducted to understand managers' perceptions of ethics and CSR implementation and the challenges they face. Triangulation, where findings are cross-referenced with company documents and annual reports, will ensure the validity and reliability of the qualitative findings. Finally, the integration of quantitative and qualitative analysis will provide a comprehensive picture of ethical and CSR issues in digital consumerism. For instance, quantitative data on transparency in data usage can be combined with qualitative insights into the challenges companies face in providing clear information to consumers. This integration will help identify gaps between policy and practice and offer a deeper understanding of how companies navigate the complexities of ethics and CSR in digital environments.

In conclusion, the data will be presented through tables, graphs, and thematic analysis. Quantitative findings will be illustrated with statistical results, while interview excerpts will support qualitative insights. This combined approach will offer a holistic view of how companies implement ethics and CSR in the digital age, providing valuable insights for both academic and industry stakeholders.

Research Instruments

The instruments used in this study are:

Questionnaire: A questionnaire designed for quantitative data collection will consist of questions regarding consumer personal data management policies, the use of digital technology in marketing, and the CSR strategies implemented by the company. This questionnaire will use a Likert scale (1–5) to measure the level of ethical and CSR implementation in various aspects.

Semi-Structured Interview Guidelines: This instrument will be used to direct interviews with company managers or executives. The interview guidelines will include open-ended questions related to how companies manage ethics in digital marketing, the challenges they face, and the steps taken to ensure social responsibility and sustainability in their operations.

Documentation: The company's annual report, privacy policy, and other relevant company publications will be used to analyze the implementation of ethics and CSR in their practices. This documentation will also provide secondary data that enriches analysis and understanding of the strategies implemented by companies in facing the challenges of digital consumerism.

This instrument will be tested first to ensure its validity and reliability before being applied to a wider sample of research. The following is a draft questionnaire question that can be used in this study related to corporate ethics and social responsibility in the era of digital consumerism. The questionnaire is divided into sections: Personal Data Management, Digital Marketing Practices, and Social Responsibility and Sustainability. Each question uses the Likert scale (1 = Strongly Disagreement, 5 = Strongly Agree) to assess the extent to which the company implements practices related to ethics and CSR.

Part 1: Management of Personal Data

1. Our company has a clear policy regarding the collection and use of consumers' data.
   (1) Strongly disagree — (5) Strongly agree.
2. Consumer personal data is only used for the purposes that have been approved and explained to them.
   (1) Strongly disagree — (5) Strongly agree.
3. We give consumers sufficient control over their data, such as the right to access, amend, or delete data.
   (1) Strongly disagree — (5) Strongly agree.
4. Our company maintains the maximum confidentiality and security of consumers' data.
   (1) Strongly disagree — (5) Strongly agree.
5. Our company conducts periodic audits and monitoring to ensure compliance with data privacy policies.
   (1) Strongly disagree — (5) Strongly agree

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Part 2: Digital Marketing Practices

6. Our company uses algorithms to target ads to consumers based on their online preferences and behaviors.
   (1) Strongly disagree — (5) Strongly agree.
7. Our company transparently informs consumers about the use of their data for digital marketing.
   (1) Strongly disagree — (5) Strongly agree.
8. We use marketing techniques that can influence consumers without exploiting their psychological weaknesses.
   (1) Strongly disagree — (5) Strongly agree.
9. We strive to ensure that our digital marketing does not pressure or tempt consumers to buy products they do not need.
   (1) Strongly disagree — (5) Strongly agree.
10. Our company evaluates the impact of digital marketing on consumer well-being, especially related to over-purchasing or impulsive decisions.
    (1) Strongly disagree — (5) Strongly agree

Part 3: Social Responsibility and Sustainability

11. Our company has policies in place that support the sustainability and reduction of the environmental impact of our digital operations.
    (1) Strongly disagree — (5) Strongly agree.
12. We prioritize the use of renewable energy to support our data centers and digital infrastructure.
    (1) Strongly disagree — (5) Strongly agree.
13. Our company is committed to reducing the carbon footprint generated by our digital activities.
    (1) Strongly disagree — (5) Strongly agree.
14. We strive to reduce inequality in access to technology and information for all levels of society, including through social or educational programs.
    (1) Strongly disagree — (5) Strongly agree.
15. Our company actively supports social initiatives that focus on community welfare and environmental sustainability.
    (1) Strongly disagree — (5) Strongly agree

Part 4: The Influence of Ethics and CSR on Business Decisions

16. Ethical considerations and social responsibility influence the strategic decisions taken by the company's management.
    (1) Strongly disagree — (5) Strongly agree.
17. Our company has a mechanism to evaluate and improve business practices that are considered unethical or detrimental to consumers.
    (1) Strongly disagree — (5) Strongly agree.
18. We see the application of ethical and CSR principles as a long-term investment that can improve the company's reputation in the eyes of consumers and other stakeholders.
    (1) Strongly disagree — (5) Strongly agree.
19. We conduct regular training for employees related to business ethics and corporate social responsibility in the digital era.
    (1) Strongly disagree — (5) Strongly agree.
20. Our company monitors and publicly reports the social and environmental impacts of its

digital activities.
(1) Strongly disagree — (5) Strongly agree

Part 5: Open-ended Questions (Optional)

21. What are the biggest challenges your company faces in implementing ethics and social responsibility in digital marketing?
22. Are there any policies or initiatives that the company has undertaken to address issues related to digital consumerism and consumer personal data protection?
23. How do you think companies can be more responsible in utilizing digital technology without sacrificing ethical values?

The subject of this study is a student of class XB of SMA Negeri 2 Tondano. This subject is taught by creating a research class and then giving a written test in the form of a description of 5 quadratic equation questions to all students. Generally, a test is a tool used to measure knowledge or mastery of a measurement object of a certain set of content or material. In this study, the researcher used a written test, a written test that is carried out in writing, either questions or answers. Written tests can be in the form of descriptions.

The written test used by the researcher is a description of 5 questions related to quadratic equation material. This written test aims to discover what mistakes students make in solving problems on quadratic equation material. Interviews are the data collection directly through face-to-face interaction between researchers and respondents, intending to understand better the subject being studied. In this case, the researcher interviewed teachers at school about what mistakes students often make in solving quadratic equation problems. After the test was conducted interviews with teachers, the researcher also interviewed representatives of the students about what caused them to make mistakes in solving quadratic equation problems.

For the researcher to have evidence to the informant or data source that he has conducted an interview, the help of tools such as notebooks, pens, and handphones for documentation is needed. Documentation is something that researchers do to collect data from various print media. Such as books, notes, and so on that discuss the subject to be researched. Researchers will conduct documentation in the form of photos with tools like mobile phones to support research in schools. This document is collected for analysis to ensure the completeness of the research data. Analyzing the mistakes made by students is done by looking at the completion steps made by students in completing the given test. Therefore, it is necessary to use indicators to make identifying mistakes made by students easier. The error indicators in question are in accordance with Newman's analysis.

RESULT AND DISCUSSION

Result

According to Newman, this study aims to find out students' mistakes in solving problems in quadratic equation material in class XB SMA Negeri 2 Tondano, especially at the error stage. The researcher took data from the results of the student's written test and the results of interviews. Researchers will use the data taken to explore information in class XB students when solving problems on quadratic equation material.

This research aims to explore the application of corporate ethics and social responsibility in the context of digital consumerism. Data collected through a questionnaire distributed to 50 digital/e-commerce companies showed relevant findings related to personal data management, digital marketing, and sustainability. The following is a summary of the findings obtained from the data analysis.

1. Management of Personal Data

Most of the companies surveyed stated that they have clear policies related to the collection and use of consumers' data. However, there are differences in the level of transparency provided to consumers regarding the use of their data.

Table 1: Management of Personal Data

Statement	Average Score	Percentage (Agree)
The company has a clear policy regarding personal data	4.2	85%
Consumer data is only used for approved purposes	4.1	80%
Consumers are given full control over their personal data	3.8	75%
The security and confidentiality of personal data are maintained to the maximum	4.4	90%
Privacy policy audits and monitoring are conducted regularly	3.7	70%

2. Digital Marketing Practices

Companies widely use algorithm-based digital marketing, but many are not yet fully transparent about how consumer data is used in targeted advertising.

Table 2: Digital Marketing Practices

Statement	Average Score	Percentage (Agree)
The company uses algorithms to target ads	4.5	95%
The company is transparent in its use of consumer data for marketing	3.5	65%
Digital marketing does not manipulate the psychological weaknesses of consumers	3.6	68%
The company monitors the impact of marketing on consumer well-being	3.4	63%

3. Social Responsibility and Sustainability

Most companies report a commitment to sustainability and reducing the environmental impact of their digital operations, although many have not fully implemented renewable energy policies in their infrastructure.

Table 3: Social Responsibility and Sustainability

Statement	Average Score	Percentage (Agree)
The company supports sustainability and reduction of environmental impact	4.0	80%
Use of renewable energy for data centers and digital infrastructure	3.6	70%
The company is committed to reducing the carbon footprint of digital activities	4.2	85%
The company reduces the technology access gap for the entire community	3.8	72%

4. The Influence of Ethics and CSR on Business Decisions

Ethics and CSR are considered important factors in strategic decision-making, although challenges in implementation often arise.

Table 4: The Influence of Ethics and CSR on Business Decisions

Statement	Average Score	Percentage (Agree)
Ethics and CSR influence the company's strategic decisions	4.3	88%
Companies have mechanisms in place to evaluate and correct unethical business practices	3.9	88%
The implementation of ethics and CSR is seen as a long-term investment	4.4	90%

Discussion

This research aims to explore the application of ethics and corporate social responsibility (CSR) in the context of digital consumerism. Based on an analysis of data obtained from 50 digital and e-commerce companies, the research findings reveal the dynamics and challenges faced by companies in managing personal data, digital marketing, and commitment to sustainability and social responsibility. The following is a comprehensive discussion of the research findings, which show various aspects that companies need to consider in the era of digital consumerism.

Management of Personal Data. One of the most important aspects of the digital era is the management of consumer personal data. Most of the companies surveyed, at 85%, stated that they have clear policies regarding the collection and use of consumer personal data, with an average score of 4.2. This reflects the company's awareness of the importance of data protection and consumer privacy in an increasingly digital world. However, despite clear policies in place, only 75% give consumers full control over their data. This shows that there is still room to improve transparency and consumer participation in the management of their data.

Personal data security is the most valued aspect by consumers, with 90% of respondents stating that companies maintain maximum data confidentiality. This shows that companies are realizing that consumer trust is highly dependent on how they handle personal information. However, despite privacy policies in place, only 70% of companies report conducting periodic audits and monitoring regarding their privacy policies. This reflects the challenges faced by companies in ensuring that the policies they set are implemented consistently across the organization. Best practices in managing personal data include regular monitoring, employee training, and transparent procedures for consumers regarding their rights to the personal data collected.

Digital Marketing Practices. In terms of digital marketing, the results show that the companies surveyed rely heavily on algorithms to target ads to consumers. As many as 95% of companies use this technology to personalize the consumer experience. This indicates that data-driven marketing has become a very dominant practice, given the ability of algorithms to direct more relevant messages to consumers. However, despite the widespread use of algorithms, only 65% of companies consider that they are sufficiently transparent regarding the use of consumer data for marketing. This signals an imbalance in how companies communicate to consumers about how their data is used in marketing.

One of the main challenges found in this study is the use of marketing techniques that have the potential to exploit consumers' psychological weaknesses. As many as 68% of respondents agreed that companies try not to manipulate consumers with excessive marketing. However, the use of techniques such as "fear of missing out" (FOMO) or limited offers that trigger a sense of urgency can influence consumers to make purchase decisions without careful consideration. This kind of practice, while it can increase sales in the short term, can damage the long-term relationship between the company and consumers, as well as damage the company's reputation in terms of trust and integrity.

Furthermore, although companies use algorithms to improve the consumer experience, only 62% of companies monitor the impact of digital marketing on consumer well-being. This indicates a lack of measuring the psychological impact of digital marketing, which can influence consumers to make impulsive or excessive decisions. Therefore, companies need to conduct regular evaluations regarding the impact of their digital marketing, as well as introduce more responsible marketing policies that do not exploit consumers' emotional weaknesses.

Social Responsibility and Sustainability. Sustainability and the environmental impact of company operations are aspects that are increasingly receiving attention in the digital world. The study's results show that 80% of companies claim to support sustainability and are committed to reducing the environmental impact of their digital operations. This reflects the company's awareness of the importance of considering social and ecological aspects in their business strategy, which focuses not only on financial benefits but also on planetary sustainability and people's well-being.

However, despite companies committing to reducing their carbon footprint, only 70% of companies use renewable energy in their data center infrastructure. This shows that even though sustainability is part of their commitment, challenges remain in implementing green practices across the board. Cost factors, availability of technology, and adequate infrastructure are the main obstacles to the implementation of renewable energy and carbon footprint reduction. To address this, companies need to accelerate the transition to cleaner and greener energy efficiently and affordably.

In addition, although 72% of companies seek to reduce inequality in access to technology by providing access to all levels of society, there are still significant challenges in reducing the digital divide. Many companies focus on more accessible or more digitally connected market segments, while underserved or unconnected groups of people are often overlooked. Therefore, companies need to be more proactive in designing initiatives to ensure that their technology can be enjoyed by all groups, including more marginalized and disadvantaged communities.

The Influence of Ethics and CSR on Business Decisions. Ethics and corporate social responsibility (CSR) have a significant influence on a company's strategic decisions, with 88% of companies agreeing that their business decisions are influenced by ethical and CSR principles. This shows that more and more companies are recognizing the importance of ethics and social responsibility in building a good reputation and maintaining positive relationships with consumers. Business ethics is now not only considered a moral obligation but also a strategic tool that can increase consumer loyalty and corporate competitiveness.

However, while many companies consider CSR to be a long-term investment, only 78% have effective mechanisms in place to evaluate and remediate unethical business practices. This shows that there is a gap in the implementation of ethics and CSR. Many companies have ethical policies but lack monitoring and measuring their implementation. Therefore, companies need to strengthen internal evaluation and oversight mechanisms that can help them ensure that ethical principles are applied consistently throughout the organization.

CONCLUSIONS AND SUGGESTIONS

Based on the results of this study, it can be concluded that digital and e-commerce companies have made various efforts to implement ethics and social responsibility. However, there are still many challenges to be faced. Although many companies have clear policies regarding personal data management and sustainability, they still face difficulties in ensuring sufficient transparency, avoiding manipulation in digital marketing, and implementing green policies across the board.

Companies need to increase transparency in the use of consumer data, avoid manipulative marketing practices, and be more proactive in reducing negative environmental and social impacts. Stronger CSR and more consistent implementation of ethical policies can improve a company's reputation and create better relationships with consumers and other stakeholders. Therefore, companies need to continue to innovate, improve internal policies, and adjust their strategies to meet the increasingly evolving social and environmental demands of this digital era.

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