



VLOGGING DEVELOPMENT: A TOOL FOR CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES AND CUSTOMER ENGAGEMENT IN PAMANA AND FOREST CREST NATURE HOTELS & RESORTS

**BOTONES, KEIRK PATRICK D.; PASTORIN, CHERIE ANNE P.;
RELEVO, WILBERT RYAN V.; SALVA, MARK LOUIES P.**
STI College Balayan

ABSTRACT

This study explored vlogging as a tool for communicating corporate social responsibility (CSR) initiatives and engaging customers at Pamana and Forest Crest Nature Hotels and Resorts. Employing a quantitative descriptive and inferential research design, the study analyzed how vlogging influences customer perceptions of CSR efforts. The sample of 100 respondents consisted primarily of young adults aged 25-30 years, predominantly male (57%) and employed (36%).

Key findings indicated that environmental sustainability, genuine CSR efforts, and brand reputation were crucial for customer engagement. Vlogging demonstrated significant benefits across three primary dimensions: audience participation (grand mean: 3.59), authenticity and transparency (grand mean: 3.53), and brand image (grand mean: 3.54). Demographic analysis revealed significant variations in CSR perceptions, with employment status ($p = 0.019$) and sex ($p = 0.010$) substantially influencing interpretations of CSR initiatives. Notably, females scored higher on brand image perceptions ($p = 0.03$).

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The research recommends strategic vlogging approaches that prioritize storytelling, environmental transparency, and demographic-sensitive content. By focusing on relatable narratives and highlighting tangible CSR efforts, organizations can enhance customer engagement and brand loyalty. The study provides valuable insights into CSR communication strategies within the hospitality industry, demonstrating vlogging's potential as an innovative engagement mechanism that bridges corporate initiatives with customer expectations.

Keywords: *vlogging, corporate social responsibility, customer engagement, hospitality industry, brand communication*



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