

CORPORATE SOCIAL RESPONSIBILITY: AS A SOCIAL REACTION

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ABSTRACT

Corporate Social responsibility is a self regulating Business model that helps a Company be socially accountable to itself, its Stakeholders, and Public. Companies can be Conscious of the kind of impact they are having on all aspects of Society, including economic Social and Environmental. In the Ordinary course of Business, a Company is operating in way that enhances society and the environment instead of Contributing negatively to them. CSR also helps both Society and the Brand image of companies. Corporate Societies prefer solve Programs which are a great way to morals in the Workplace. The key idea behind CSR is for Corporations to pursue other Pro Social objectives, in addition to maximizing profits. This study aim to examine the moderating influence of Face concern on Consumer Response to brands associated with CRS. CSR is defined as an organization obligation to maximize its Positive impact and minimize its negative impact from the Society. This it deals all kind of effect of marketing decisions on Society. CSR is doing something good work for the societies which help to enhance the cultured and standard of the society. It increased people morals and confidante by the making of direct contact of consumes and including them to take risks and improves their confidence.

Keywords: *Corporate Social Responsibility, Business Model, Pro Social Objectives, Stakeholders.*

Introduction

Corporate social Responsibility is important for organization. Which is helping to enhance Public trust? It make on organization a more attractive prospects for employee's articulatory millennia's it lead to more engaged employee's and let's not forget that engaging in corporate social Responsibility and becoming a responsible Business can have a positive impact on a organization's bottom line. In CSR Consumer is more actively looking to buy goods and serves from socially responsible companies, hence impacting their Profitability. CSR objectives include minimizing environmental externalities, Promoting volunteering among Company and Society.

Social Reaction about Corporate Social Responsibilities

CSR is the deliberation of social Concerns and public interests in vital business division making. Each Corporate is responsible for the impact of their actions and activates, on the environment on their consumers communities, employees stakeholders and all others who are directly or indirectly under the impact.

Commitment of Businesses to contribute to sustainable economic development by working with employee's their families, the local community and society at large to improve their lives in way that are good for development. Consumer reactions, including CSR awareness Consumer's complaining by editing Behavior, work performance and Consumer's donation behavior. What the Public thinks of your company is critical to its Success, Schmidt told business new daily. Beg building a Positive image that you believe in you can make a name for your company or being socially conscious.

This research examines how consumers react to corporate Social responsibility Programs that vary in geographic focus.

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Corporate Social Responsibility Helps both Society and the brand Image of Companies.

- Corporate responsibility Programs are a great way to rise morale in the workplace
- An Important as CSR is for the community it is equally valuable for a company.
- CSR activates can help forge a stronger bond between employees and corporations boost Morale, and help both employees and employers feel more connected with the world around them.
- Companies that adopt CSR Programs have grown their business to point where they can give back to Society.
- Thus CSR is typically a strategy that's implemented by large corporations After all the more visible and successful a corporation is the more responsibility it has to set standers of ethical behavior for its competition, and industry.
- The key ideas behind CSR are for corporations to pursue other Pro-social objectives in addition to maximization maximizing Profits.

Examples of common CSR objectives include managing environmental externalities, promoting volunteerism among company employees and donating charity.

Why CSR is Important for the Society

CSR is important to the Social cultural and environmental consequence to their business parties; originations will reap Benefits for both themselves and their community. Corporate social Responsibilities play a role in brand marketing and advertising. These initiatives should be true to company's value and message and never be just for show. Business that disregard the importance of corporate social responsibility run the risk of receiving a bad reputation which can be lead to loss of consumer and financial difficulties. The importance of corporate Social responsibility is especially apparent in the today's word's where consumers want to spend their money on product and brands that follow ethical practices, or whose values and actions along with their own personal be lifts.

Importance of Corporate Social Responsibility to Society

- Increase employee satisfaction.
 - Improve Public Image.
 - Increased Customer Loyalty
 - Increased Creativity
- **Increase Employee Satisfaction**

There are so many way to increased employee satisfaction. Which help to enhance their own personality in the Society?

 - Be Flexible,
 - Encourage Employee's Wellness.
 - Stop micro-management.
 - Recognized and reward.
 - Drive communication and transparency.
 - Promote good health.
 - Training and development.
- **Improve Public Image**

CSR also helping people, employees and customers to improve their image in public by connecting yourself with direct to audience:

 - By having high quality contents.
 - Improve the customer experience.
 - Threw the guidance what people think about your brand what are their opinion about the product. Thus through out of all these ideas we can improve public Image in the Society.
- **Increased Customer Loyalty**
 - Make customer Service a priority.
 - Ask for advice to customer and listen to it and also do work on it.
 - Offer Conveniences.
 - Consistency engaged your Customer.

- **Increased Creativity**
 - Learn through the collaborations.
 - Do always something which you liked.
 - Find inspiration from other industries.
 - Set the right mood of the customer.

Importance of Corporate Social Responsibility to Society



Figure 1: Importance of CSR to Society

Contribution of CSR in Social Development

The companies benefit through lower operating costs, increased sales and customer loyalty, greater productivity, gaining the ability to attract and keep skilled employees, getting more capital through more willing investors etc. CSR is a thoughtful and practical way to give back to the society.

- But does Corporate Social Responsibility have a positive impact on society itself?

According to a research paper by Ross School of Business, it depends on the ownership type sporadically whether a company is publicly and privately owned.

Publicly listed companies have a responsibility to shareholders. Which can discounting CSR activities if the activities are at odds with shareholder expectations?

That being said, it's difficult to ignore so much of the positive work many multinational firms do for societies around the world.

These are just a few examples of the positive impact these large corporations are having every day on society, whether it's by donating to needy causes, supporting environmental changes or developing programs to help people from developing countries.

Example of Social Responsibility

An example of corporate social responsibility towards society which is?

- Commitment to sustainability.
- Hospitality for all kind of people.
- Worker well being initiative.

Commitment to Sustainability [Lego]

With the powerful influence of being one of the most well known toy companies in the world, Lego has taken the initiative to encourage children, through the use of their products, to understand the importance of fostering a healthy planet.

Lego displayed its commitment to the environmentally friendly material to produce all of its core products and packaging by the year 2030.

Hospitality for All (Hilton)

Hilton stand out for providing a consistently positive experience for its workers no matter their job role for front line hourly staff all the way to its executives, Hilton holds the powerful motto Hospitality for all.

The company understands the value of its employees and accepts that any interaction between frontline staff and customers has a significant impact on the overall customer experience.

Worker Well- being Initiative

Worker well being initiative can increase the quality of life of worker and translate the benefits of healthy and happy employees into meaningful business impacts.

Coffee and Farmer Equity Practices [CAFÉ]

According to the coffee giant their CAFÉ practices were launched in 2004 in collaboration with conversation international as a comprehensive set of social economical, environmental and quality guidelines that dictate how coffee should be ethically sourced. C.A.F.E has a set of standards suppliers must meet in different aspects of their operation including.

- Waste control
- Water equality Preservation
- Energy Conservation
- Biodiversity Preservation
- Humane working conditions

Thus particular set of standards are uphold across all star bucks suppliers, in addition to 99% of the brand coffee beans now being ethically sourced.

Responsibility Towards society of CSR

- Improvement of Local Environment.

A good organization develops the well-being surrounding for its works and the general Public Management has to take the responsibility to provide the healthy environment conditions.

- Create Employment it is the responsibility of opportunities in the area where it is functioning.
- Best utilization of Resources All the resources used by the organization belong to the Society management Should also consider the best possible utilization of the Resources such as capital, raw material, machines and technology used by organization.
- Responsibility towards workers.

Management Should Fulfill the following Obligation toward its Employees

- Provide adequate Service Benefits.

Workers should provide the series benefits such as housing facilities, medical benefits insurance cover and retirement benefits.

- Provide opportunity for Growth.

Provide training and other means to improve their skill, education and enjoyment of freedom to the greatest possible extent.

- Responsibility towards customers.

Providing customer's satisfaction is the ultimate aim of all the economic activities. Customer is the king of the market who is responsible to create the goal will of the organization.

Providing right information to the customers about the products which are used by the customer.

Regular flow of goods customers always attracted to that part of business that makes goods of the right quality available to the right people of the right time at the right place of reasonable Price.

Conclusion

Basically CSR is the relation between the society and business without which the mutual understanding between the Society and the business not Possible and it will affect the business environment In the last five pars efforts have been made to strength on the CSR movement through rigorous processes of reality that CSR remains a purely Voluntary, self regulated movement. Thus corporate Social responsibility is the commitment of business to contribute to sustainable economic

development by working the employee's and their family's local community and Society at large scale to improve their lives in way those goods which are good for business and their development. This CSR has assumed a new meaning in today's world. Given that it has extended the boundaries of the firm into the Society. Corporate social responsibilities is not only merely a Business trends but rather something that is going to be important for a long time to come social responsibility means Business in addition to maximizing share holder value, should act in a manner that is beneficial for the society and the People which are living in the Society. The companies which are Responsible for the Societies should adopt Policies that promote the well-being of the Society and the

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