

# Investigating the Role of Corporate Social Responsibility in Enhancing Business Reputation

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## **Abstract:**

Corporate social responsibility (CSR) is now a crucial component of running a business in the modern world. CSR has the potential to improve a company's reputation and forge a favourable impression in the eyes of customers. The purpose of this research paper is to examine how corporate social responsibility can improve a company's reputation. The main focus of this research paper, however, is to discuss various CSR tactics and understand them with the help of various case studies. This study will help identify the opportunities and challenges faced by companies and their stakeholders as they try to improve their CSR.

## **PREFACE**

In recent years, the concept of Corporate Social Responsibility (CSR) has gained significant attention in the business world. Companies are increasingly expected to consider not only their financial performance but also their impact on society and the environment. This shift towards a more sustainable and responsible business model has led many organizations to adopt CSR initiatives.

One of the potential benefits of CSR is its ability to enhance a company's reputation. A positive reputation can lead to increased customer loyalty, improved brand recognition, and a competitive advantage. However, the link between CSR and reputation is not yet fully understood.

This research paper aims to investigate the role of CSR in enhancing business reputation. The study will explore the relationship between CSR initiatives and various dimensions of reputation, including perceived quality, trust, and emotional appeal. Additionally, the study will examine the impact of different types of CSR initiatives on reputation and explore the potential moderating effects of company size, industry, and location.

The research will be conducted using a mixed-methods approach, including a survey of consumers and in-depth findings from the articles and previous research papers. The findings of this study will provide valuable insights for companies looking to enhance their reputation through CSR initiatives.

Overall, this research paper will contribute to the growing body of literature on CSR and its impact on business reputation. By understanding the link between CSR and reputation, companies can develop more effective CSR strategies that benefit both society and their bottom line.

## **CHAPTER 1**

### **Introduction**

Corporate social responsibility (CSR) is now a crucial component of running a business in the modern world. Companies are accountable for their social and environmental impact in addition to their ability to generate profits. CSR has the potential to improve a company's reputation and forge a favourable

impression in the eyes of customers. The purpose of this research paper is to examine how corporate social responsibility can improve a company's reputation.

The main focus of this research paper, however, is to discuss various CSR tactics and understand them with the help of various case studies. This study will help identify the opportunities and challenges faced by companies and their stakeholders as they try to improve their CSR.

### What is Corporate Social Responsibility (CSR)?

Corporate Social Responsibility, commonly referred to as CSR, is a concept that suggests companies have a responsibility to operate in an ethical and socially responsible manner. CSR is more than just philanthropy or charity; it encompasses a range of activities that extend beyond legal compliance and aim to create a positive impact on society and the environment. Companies that embrace CSR work to address social and environmental challenges, such as poverty, climate change, and inequality.



Figure 1.1

### Overview of the Role of Corporate Social Responsibility in Enhancing Business Reputation

The paper "The Role of Corporate Social Responsibility in Enhancing Business Reputation" investigates the impact of CSR initiatives on business reputation. The study's foundation is a thorough literature review of related earlier studies. The theoretical foundation of CSR, its various aspects, and its function

in business reputation management are presented in the paper's opening paragraphs. The potential advantages of CSR initiatives are also covered in the paper, including enhanced brand recognition, better employee morale, and increased customer loyalty. Additionally, it draws attention to the possible dangers of CSR, such as green-washing and reputational harm brought on by unethical behaviour. The study comes to the conclusion that CSR initiatives can be very important.

### **A brief history of the journey of Corporate Social Responsibility:**

Corporate philanthropy is where the foundation of modern CSR initiatives lies. Following his conviction in the "**Gospel of Money**," billionaire businessman and philanthropist **Andrew Carnegie** pushed the wealthy to fund social causes. **John D. Rockefeller** donated more than \$500 million in the late 1800s after being inspired by Andrew Carnegie.

Famous Cleveland banker **Frederick Goff** established the **Cleveland Foundation**, a trustee of the **Cleveland Trust Corporation**, in 1914. By accepting donations from several contributors rather than a single wealthy donor, who could collectively assess needs and address the community; it sought to give the community more influence. The first community foundation was this one.

**Howard Bowen**, an American economist, is often referred to as the "father of CSR". Bowen was the one who connected the responsibilities of corporations to society by writing a book in 1953, "**Social Responsibilities of the Businessman**."

When the **Committee for Economic Development** declared the "social contract" between business and society in 1971, CSR really started to take off in the United States. The social contract is based on the notion that because of public "consent," business exists and has a duty to contribute to the needs of society. Today, this is frequently referred to as having a "licence to operate," which means making contributions to society beyond just selling goods.

Professor Sandra L. Holmes carried out a survey on CSR in 1976 to learn how choices about what causes to support were made. According to her findings from the "executive's perceptions of corporate social responsibility,

- using a company's resources to meet a particular need
- the importance of a social need
- managerial interest
- PR benefited from the action
- governmental sway

Since then, community foundations have become a popular way for people to give back to their local communities and make a lasting impact. Today, there are over 750 community foundations in the United States alone.

India is the first country to introduce CSR as mandatory under the Companies Act 2013. As part of their CSR compliance, businesses can invest their revenues in sectors such as education, poverty, gender equality, and hunger.

The Ministry of Corporate Affairs has announced that enterprises' expenditures to combat the COVID-19 (coronavirus) epidemic will be deemed genuine CSR activity. Funds may be used on COVID-19-related activities such as healthcare promotion, including preventative healthcare and sanitation, and disaster management.

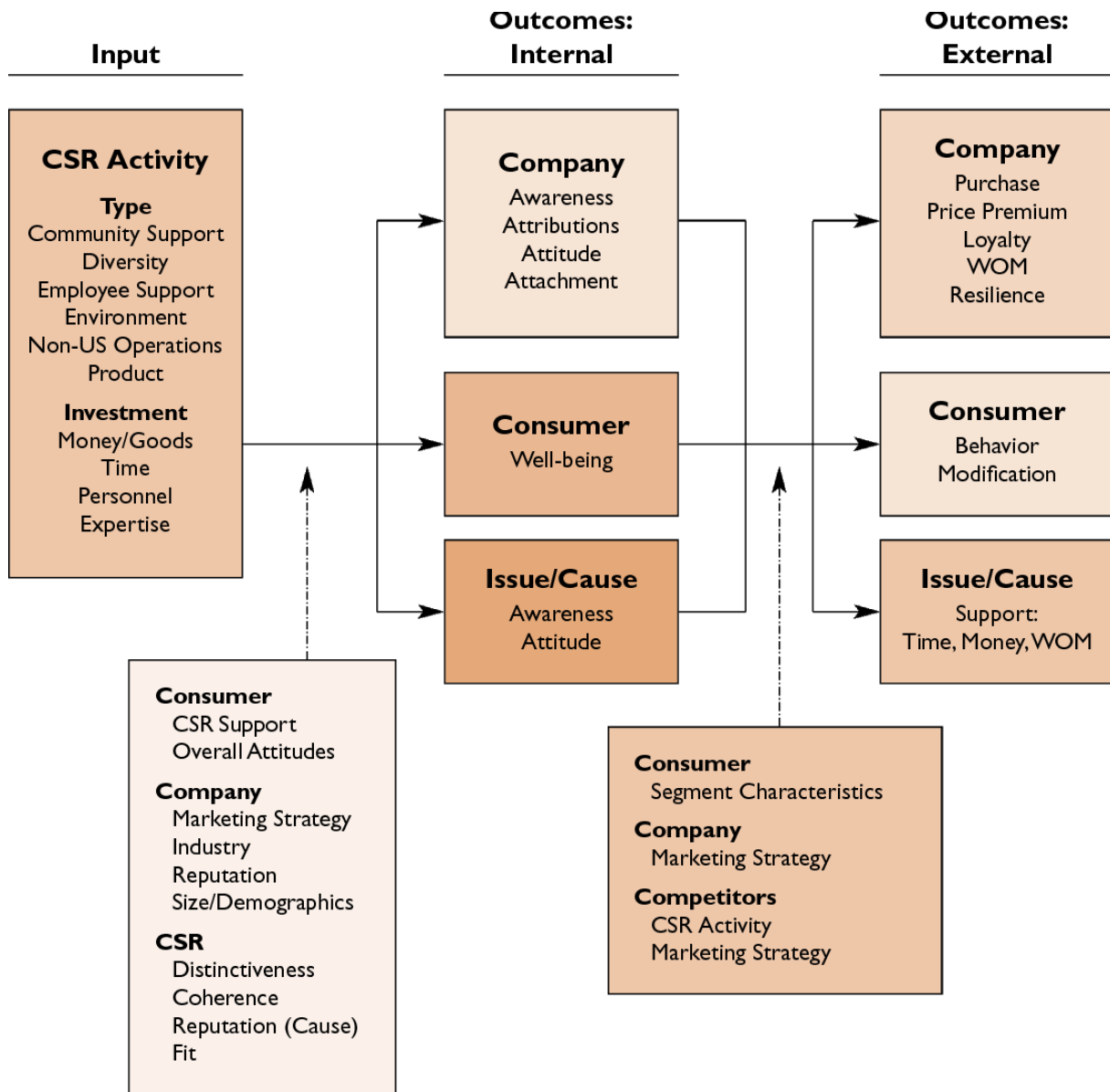


Figure 1.2

Published in 2004

**Doing Better at Doing Good: When, Why, and How Consumers Respond to Corporate Social Initiatives**

C. Bhattacharya, Sankar Sen

**CHAPTER 2**

**BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY**

This section will cover some of the many benefits of Corporate Social Responsibility

**IMPROVED BRAND IMAGE**

Corporate social responsibility can help improve a company's brand image by demonstrating its commitment to ethical and responsible business practices. Here are some ways that CSR can contribute to a positive brand image:

- **Building trust:** CSR initiatives can help build trust with customers and other stakeholders by demonstrating that the company is committed to doing the right thing. This can lead to increased loyalty and positive word-of-mouth recommendations.
- **Differentiation:** Companies that prioritise CSR can differentiate themselves from competitors in the marketplace. A strong commitment to CSR can help a company stand out and appeal to customers who are looking for companies that share their values.
- **Improved reputation:** CSR initiatives can help improve a company's reputation by demonstrating its commitment to social and environmental responsibility. This can lead to increased trust and respect from customers, investors, and other stakeholders.
- **Increased customer loyalty:** Companies that prioritise CSR initiatives can increase customer loyalty by demonstrating a commitment to values that align with those of their customers. Customers may be more likely to continue to support a company that shares its values and demonstrates a commitment to social and environmental responsibility.
- **Improved employee morale:** CSR initiatives can also contribute to improved employee morale, which can lead to increased productivity and better customer service. Employees may feel proud to work for a company that is committed to doing the right thing, which can lead to increased engagement and job satisfaction.

Overall, corporate social responsibility initiatives can contribute to a positive brand image by building trust, differentiating the company, improving its reputation, increasing customer loyalty, and improving employee morale. By demonstrating a commitment to ethical and responsible business practices, companies can improve their relationships with customers, employees, investors, and other stakeholders, which can have a positive impact on their brand image and financial performance.

## ENHANCING EMPLOYEE MORALE

Employee morale can increase significantly due to their company's corporate social responsibility (CSR) initiatives. This can occur in a few different ways, as follows:

- **Sense of purpose:** When employees feel that their company is doing good in the world, they can feel a sense of purpose in their work. This can be especially true for employees who are passionate about social or environmental issues. Knowing that their company is taking action on these issues can help employees feel more engaged and motivated.
- **Pride in the company:** When a company has strong CSR initiatives, it can make employees feel proud to work there. They can feel like they are part of something bigger than themselves and that their work is contributing to positive change in the world. This can lead to a stronger sense of loyalty and commitment to the company.
- **Increased job satisfaction:** Employees who feel that their work is making a positive impact can experience increased job satisfaction. This can be especially true if their company's CSR initiatives align with their personal values and beliefs.
- **Team bonding:** CSR initiatives can also provide opportunities for employees to work together on projects outside of their normal work responsibilities. This can help to build stronger relationships and increase collaboration among team members.
- **Improved public image:** When a company is known for its strong CSR initiatives, it can improve its public image. This can make employees feel good about where they work and increase their pride in the company.



Overall, corporate social responsibility initiatives can have a positive impact on employee morale by providing a sense of purpose, pride, job satisfaction, team bonding, and an improved public image. Increased employee engagement, retention, and productivity may result from this.

### **IMPROVING THE BOTTOM LINE**

Corporate social responsibility (CSR) can actually contribute positively to a company's bottom line in several ways. Here are a few examples:

1. Increased brand value: Companies that have strong CSR initiatives can build a positive reputation in the marketplace, which can increase brand value. This can lead to increased customer loyalty, higher sales, and higher profit margins.
2. Cost savings: Implementing sustainable practices can help companies save money on energy, water, and waste management costs. By reducing waste and using resources more efficiently, companies can reduce their operating expenses and improve their bottom line.
3. Improved employee retention: Companies that prioritize CSR initiatives can increase employee engagement and job satisfaction. This can lead to reduced employee turnover, which can save companies money on recruiting and training costs.
4. Enhanced competitive advantage: Companies that are known for their CSR initiatives can differentiate themselves from competitors in the marketplace. This can lead to increased market share and revenue growth.
5. Increased investor interest: Many investors are interested in companies that are committed to social and environmental responsibility. Companies with strong CSR initiatives may be more attractive to investors, which can lead to increased funding and investment.

Overall, corporate social responsibility initiatives can contribute positively to a company's bottom line by increasing brand value, reducing costs, improving employee retention, enhancing competitive advantage, and attracting investor interest. By investing in CSR initiatives, companies can improve their financial performance while also contributing positively to society and the environment.

### **ATTRACTING CONSUMERS**

Corporate social responsibility can attract consumers in several ways. Here are some of the ways that CSR initiatives can help companies build stronger connections with their customers:

1. Aligning with customer values: Consumers are increasingly looking to support the companies that share their values. CSR initiatives that align with consumer values, such as sustainability, social justice, or community development, can help companies connect with customers on a deeper level.
2. Building trust: Companies that prioritise CSR initiatives can build trust with their customers by demonstrating a commitment to ethical and responsible business practices. This can help to establish a positive reputation in the marketplace, which can attract new customers and retain existing ones.
3. Differentiation: CSR initiatives can help companies differentiate themselves from competitors in the marketplace. Consumers may be more likely to choose a company that has a strong commitment to CSR over a competitor that does not.
4. Improved brand image: Companies that are known for their CSR initiatives can benefit from an improved brand image. This can lead to increased customer loyalty, as well as positive word-of-mouth recommendations.

5. Product quality: CSR initiatives can also contribute to product quality. Companies that invest in sustainable and ethical sourcing, for example, may produce higher- quality products that appeal to consumers.

Overall, corporate social responsibility initiatives can help companies build stronger connections with consumers by aligning with their values, building trust, differentiating themselves from competitors, improving brand image, and enhancing product quality. Companies can improve their relationships with customers and create a competitive advantage in the marketplace by investing in CSR initiatives.

Unilever is one such company that has benefited from corporate social responsibility. Unilever is a consumer goods company which made sustainability a key part of its business strategy. The company has committed to improving the health and well-being of its consumers, reducing its carbon footprint, and enhancing the livelihoods of people attached to the company.

The sustainability initiatives of Unilever helped the company strengthen its brand image and build consumer trust. According to a study conducted by Accenture, consumers are willing to pay more for products from a company that is economically and socially responsible.

Unilever has also reported that its sustainability initiatives have actually led to not only significant cost savings but have also helped attract and retain top talent, which further contributes to the company's financial success.

## **CHALLENGES OF CORPORATE SOCIAL RESPONSIBILITY**

Few challenges faced by company for Corporate Social Responsibility initiatives are mentioned below.

### **HIGH INITIAL INVESTMENT**

High initial investment can be a challenge for corporate social responsibility because it requires companies to invest a significant amount of money upfront in order to implement sustainable practices or support social causes. This can be a major hurdle for companies, especially small or medium enterprises that may have limited resources.

For eg, a company may need to invest in new technology or infrastructure to reduce its environmental footprint or implement sustainable practices. This could include installing solar panels, upgrading equipment to reduce energy consumption, or implementing a recycling program. These investments can be expensive, and the return on investment may not be immediate.

Similarly, companies that want to support social causes may need to make significant financial investments, such as donating money to charity, supporting education initiatives, or sponsoring community events. These investments may not result in immediate financial returns, and companies may need to wait months or even years to see the benefits of their CSR initiatives.

Additionally, companies that want to implement sustainable practices or support social causes may face pressure from stakeholders to demonstrate a positive impact. This can increase the expectations for companies to invest heavily in CSR, which can be difficult for companies that may be struggling financially or are facing competitive pressures.

### **DIFFICULTY MEASURING SUCCESS**

There can be difficulty measuring success in corporate social responsibility due to the following reasons:

1. Complexity: CSR initiatives are often complex, involving multiple stakeholders, diverse objectives, and numerous social and environmental factors. Measuring the impact of these initiatives requires a

comprehensive approach that considers all of these factors, making it difficult to isolate and quantify the impact of specific initiatives.

2. Lack of consensus: There is often a lack of consensus on how to define and measure success in CSR. Different stakeholders may have different priorities and expectations, making it challenging to develop meaningful metrics that are widely accepted and applicable.
3. Long-term impact: CSR initiatives often have long-term impacts that are difficult to measure in the short-term. This means that companies may need to invest significant resources in monitoring and evaluation over an extended period to fully understand the impact of their initiatives.
4. Data availability: Measuring success in CSR requires access to reliable and relevant data. However, data on social and environmental impact can be difficult to obtain, particularly in emerging markets or areas with weak data infrastructure.
5. Subjectivity: Success in CSR can be subjective, with different stakeholders holding different views on what constitutes success. This can make it difficult to communicate the impact of CSR initiatives effectively and to gain recognition for the work that companies are doing.

## NEGATIVE PUBLISHING (GREEN-WASHING)

**GREENWASHING**: when an organization spends more time and money on marketing itself as environmentally friendly than on actually minimizing its environmental impact

1. Reputation damage: Negative publishing can damage a company's reputation, particularly if the reports are widely circulated or gain media attention. This can destroy consumer trust, lead to boycotts, and damage relationships with stakeholders.
2. Legal and regulatory risks: Negative publishing can also lead to legal and regulatory risks, particularly if the information published is inaccurate or defamatory. Companies may need to defend themselves against lawsuits or regulatory investigations, which can be costly and time-consuming.
3. Pressure for change: Negative publishing can also put pressure on companies to change their practices or adopt more sustainable policies. This can be a positive outcome for CSR, as it can prompt companies to take action to address social and environmental issues.
4. Increased scrutiny: Negative publishing can also increase scrutiny on a company's social and environmental practices, with stakeholders and the public paying closer attention to their actions. This can lead to greater transparency and accountability, as companies are compelled to demonstrate their commitment to social responsibility.

## EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITY

### Reducing Carbon Footprint

Reducing carbon footprint is an important initiative for corporate social responsibility (CSR) because it helps to mitigate the negative impact that businesses have on the environment. A carbon footprint is the total amount of greenhouse gas emissions that are generated by a business, either directly or indirectly, through its operations, products, and services.



There are several ways that businesses can reduce their carbon footprint as part of their CSR efforts. Some of these include:

1. **Adopting renewable energy sources:** One of the most effective ways to reduce a business's carbon footprint is to switch to renewable energy sources like solar, wind, or hydro power. This can involve installing solar panels or wind turbines on site, or purchasing renewable energy credits to offset the company's energy usage.
2. **Implementing energy-efficient practices:** Businesses can reduce their carbon footprint by implementing energy-efficient practices, such as using energy-efficient lighting and appliances, optimizing heating and cooling systems, and using natural light whenever possible.
3. **Promoting sustainable transportation:** Encouraging employees to use public transportation, carpooling, or cycling to work can significantly reduce a business's carbon footprint. Additionally, businesses can consider purchasing electric or hybrid vehicles for their fleet.
4. **Reducing waste:** By implementing a waste reduction program, businesses can reduce the amount of waste they generate and lower their carbon footprint. This can include initiatives like recycling, composting, and using reusable products instead of single-use items.
5. **Investing in carbon offsets:** Carbon offsets are projects that help to reduce greenhouse gas emissions, such as planting trees or investing in renewable energy projects. By investing in carbon offsets, businesses can effectively offset their own carbon emissions and reduce their overall carbon footprint.

### **Example of some companies which takes this initiative**

**American Airlines.** In order to replace all of its aircraft with more fuel-efficient models, the airline invested more than \$16 billion. It also strives to continuously reduce its carbon emissions.

**BMW.** For its efforts to develop fuel-efficient and alternative vehicles using green manufacturing techniques, the BMW Group is frequently recognised as the most environmentally responsible automaker in the world.

**Coca-Cola.** The soda company, which is fiercely committed to sustainable agriculture, aims to source all essential ingredients sustainably by 2020 and to cut its carbon footprint by 25% by 2025.

**Subway.** To reduce greenhouse gas emissions from food transportation, the sandwich chain purchases a lot of its ingredients from ethical family farms.

**Dominos.** The pizza chain is experimenting with robotic pizza delivery and uses 100% recyclable boxes to reduce its carbon footprint.

<https://www.forbes.com/sites/blakemorgan/2019/08/26/101-companies-committed-to-reducing-their-carbon-footprint/?sh=552915ca260b>

### **Supporting Local Charities**

1. **Donating money:** Businesses can donate money to local charities to help them fund their programs and services. This can include one-time or ongoing contributions.
2. **Volunteering time:** Businesses can encourage their employees to volunteer their time to local charities. This can involve organizing volunteer days where employees can work together to support a specific cause or charity.
3. **Donating goods or services:** Businesses can donate goods or services to local charities. For example, a restaurant could donate food to a local food bank or a printing company could donate printing.

services to a local non-profit organization.

4. Matching employee donations: Some businesses choose to match their employees' donations to local charities which encourages employees to donate more and can also demonstrate the business's commitment to supporting the community.
5. Partnering with local charities: Businesses can partner with local charities to help them achieve their goals.

### **Offering Flexible Working Conditions**

Company shows that it cares for the well-being of its employees by offering flexible working conditions, which is not only a benefit for the employees but the company too. This helps the company demonstrate its commitment to supporting work-life balance of the employees by supporting their personal and family needs which leads to job satisfaction and higher retention rate.

This helps the company to attract and retain a talented and diverse workforce.

## **CHAPTER 3**

### **CASE STUDIES**

**TOMS Shoes:** TOMS Shoes is well-known for its "One for One" program, which promises to donate a pair of shoes to a child in need for every pair of shoes purchased. The company also offers eyewear with a similar program and has expanded into providing clean water and safe childbirth practices in communities in need.

### **The Walt Disney Company: Social impact relating to children**

The Walt Disney company is an entertainment and mass media company that has repeatedly received awards and praises for its social initiatives.

The list of CSR activities for this company is extensive but is known for CSR related to the well-being of children and social impact. The Walt Disney Company is known for their donations to non-profits focusing on children and families and offer well-known hospital visits and wish-granting programs. In the year 2021 Disney donated around \$294 million to these causes and is also working with more than 750 hospitals globally.

### **Levi's: Listening to your people**

A company known for its denim jeans, heard from its employees that most of them were being affected by gun violence. Gun violence is a topic which has long been a taboo in the CSR world, but Levi's listened to one of its most important stakeholders, its employees.

They launched a \$1 million grant-making fund that donated to various organisations addressing gun violence. They also allowed their employees to take five hours a month to get behind the cause. And due to these supports, Levi's also gained a huge spike in revenue.

### **TATA Sustainability Group**

When there are talks about CSR a company which cannot be forgotten is the TATA group. The TATA companies are involved in a variety of environmental preservation projects and community development projects.

In the financial year 2019, the group spent 1,095 crore on CSR and has impacted more than 11.7 million

lives positively. The group's activity relates to education, water and sanitation, rural development, livelihood and skill development, healthcare services and more to say the least.

## METHODOLOGY

This research paper includes both primary and secondary research.

**Secondary Data:** The secondary research was conducted by reviewing existing literature, academic journals, and other relevant sources of information related to corporate social responsibility and business reputation. This helped in establishing a theoretical framework for the study.

Primary research was conducted using Google forms. The survey was designed to collect data from participants on their perception of corporate social responsibility and how it impacts a company's reputation. The survey was distributed to a sample population of business professionals and students who are customers. They were further familiarized with the concept of corporate social responsibility with the help of a brief explanation.

The reason why a primary research was also conducted is so that to understand people's attitude and opinion on CSR and also its effect on a company's reputation. The primary research can also help to validate the findings from secondary research, ensuring that the results are reliable and accurate.

Corporate Social Responsibility was made mandatory in India, but still a lot of consumers are unaware about it, this survey might also make people curious about CSR too.

By conducting a primary survey, it is easy to gather first-hand data directly from the target audience, which can provide more accurate and relevant information for the research.

Here are a few questions from the questionnaire and the justification as to how that question would help in the research.

- "Do you believe that CSR practices negatively impact a company's profitability?" This question is asked to determine whether the participants believe that engaging in CSR activities has a negative impact on a company's profitability. The answer to this question will help establish the relationship between CSR activities and a company's financial performance.
- "Are you more likely to purchase from a company that supports charities or social causes?" This question is asked to determine the participant's perception of the impact of a company's involvement in charitable or social causes on their purchasing behaviour. The answer to this question will help in understanding the influence of CSR activities on consumer behaviour.
- "Would you pay more for a product or service if it was made in an environmentally sustainable way?" This question is asked to determine whether the participants are willing to pay a premium for environmentally sustainable products or services. The answer to this question will help in understanding the participants' perception of the importance of environmental sustainability.
- "What types of CSR activities do you think companies should engage in?" This question is asked to determine the participants' perceptions of the types of CSR activities that companies should engage in. The answer to this question will help in understanding the participants' expectations of a company's social responsibility.
- "Do you think companies have a responsibility to protect the environment?" This question is asked to determine the participant's perception of a company's responsibility towards the environment. The answer to this question will help in understanding the participants' expectations of a company's environmental responsibility.
- "Should companies be legally required to engage in CSR activities?" This question is asked to

determine whether the participants believe that CSR activities should be mandated by law. The answer to this question will help in understanding the participants' perception of the role of the government in promoting CSR activities.

## SCOPE AND OBJECTIVES

**Scope:** The scope of the research paper "Investigating the Role of corporate social responsibility in enhancing business reputation" will focus on the impact of Corporate Social Responsibility (CSR) on a company's reputation. This research will cover the opinions and attitudes of consumers regarding CSR and how it influences their purchasing decisions. It will examine the responsibilities of companies towards society and the environment, as well as the role of CSR in enhancing business reputation. The research will analyse the various types of CSR activities and how they can help companies to improve their image which further leads to increase in their profitability.

**Objectives:** The objectives of this research paper are:

1. To explore the relationship between CSR and business reputation: The research aims to investigate the impact of CSR on a company's reputation, both positive and negative.
2. Determining the importance of CSR activities: The research will examine the importance of CSR activities and their influence on consumers' perceptions of a company.
3. Identify the types of CSR activities: The research will identify the types of CSR activities that are most effective in enhancing a company's reputation and increasing its profitability.
4. To understand consumer attitudes towards CSR: The research aims to gain insight into consumer attitudes towards CSR activities and how it influences their purchasing decisions.

The primary research survey questions will help to achieve the above objectives by gathering first-hand data and understanding people's opinions and attitudes towards CSR activities and their impact on business reputation.

## REVIEW OF LITERATURE

- In the **1953**, Howard Bowen, an American economist and the president of Grinnell college wrote a book called *Social Responsibilities of the Businessmen*, the book comes from a time where management was not considered a profession. The first extensive examination of business ethics and social duty was Bowen's Social Responsibilities of the Businessman. It laid the groundwork for corporate leaders and academics to study the topics as part of strategic planning and management decision-making.
- Professor Sandra L. Holmes performed a CSR study in **1976** to learn how people decide which causes to support. Her findings, based on *Executive perceptions of corporate social responsibility*, may be summarized as, using a company's resources to meet a specific need, the gravity of a social necessity, executive motivation, PR acquired by action, influence of the government.
- Carroll's concept of CSR was interpreted as a three-pronged approach using *The Evolution of the Corporate Social Performance Model*, which debuted in **1985**. Companies developed principles, formal processes on how they would respond, and policies for handling particular situations. This method combined social responsiveness and corporate ethics into a single subject of research and performance.
- Professor Donna J. Wood authored *Corporate Social Performance Revisited* in the early **1990s**. This research expanded on the two prior models by including an essential aspect: program results and

impacts. Wood developed a paradigm for analyzing CSR at the institutional, organizational, and individual levels, in addition to maybe an early form of the impact assessment tools we know today.

- Lai, C.S., Chiu, C.J., Yang, C.F. and Pai, D.C., 2010. *The effects of corporate social responsibility on brand performance: The mediating effect of industrial brand equity and corporate reputation*. *Journal of business ethics*, 95, pp.457-469.

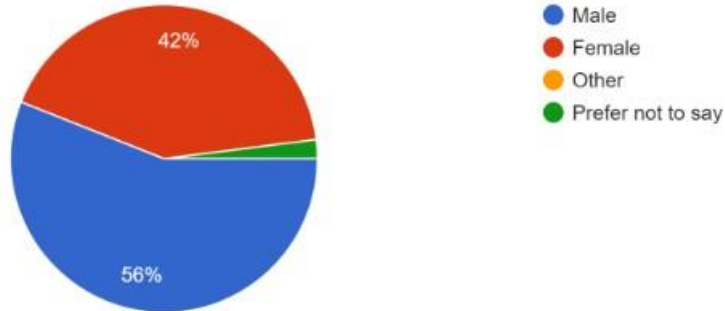
This study examines CSR from the perspective of consumers, using a sample of industrial purchasers from Taiwan's small and medium-sized businesses. The objectives of this study are as follows: first, to investigate the effects of CSR and corporate reputation on industrial brand equity; second, to investigate the effects of CSR, corporate reputation, and brand equity on brand performance; and third, to investigate the mediating effects of corporate reputation and industrial brand equity on the relationship between CSR and brand performance. The study's empirical findings validate the assumptions and show that CSR and corporate reputation have a favorable impact on industrial brand equity and brand performance. Furthermore, corporate reputation and industrial brand equity moderate the link between CSR and brand performance to some extent.

- "Corporate Social Responsibility and Reputation" by Carroll, A. B. (1999) This paper explores the link between CSR and reputation by discussing how CSR initiatives can contribute to a company's reputation and brand image. The author argues that companies that engage in CSR activities tend to enjoy a more positive reputation and have a competitive advantage over those that do not. This paper provides a strong theoretical foundation for understanding the relationship between CSR and reputation.
- "The Impact of Corporate Social Responsibility on Firm Reputation: The Case of Coffee Industry" by Kozak, R. A., & Scarlata, M. R. (2010) This paper examines the relationship between CSR and reputation in the coffee industry. The authors argue that CSR initiatives such as fair trade and organic production can enhance a company's reputation and increase consumer loyalty. The study uses a survey to collect data from consumers, which provides valuable insights into how CSR can affect consumer behaviour and perception.
- "The Influence of Corporate Social Responsibility on Consumer Trust: A Cross-National Comparative Study" by Kim, Y., & Park, M. (2011) This paper explores the impact of CSR on consumer trust in different countries. The authors argue that CSR initiatives can enhance a company's reputation and increase consumer trust, which is critical for building long-term relationships with customers. The study uses a survey to collect data from consumers in different countries, which provides a cross-national perspective on the link between CSR and reputation.
- "Corporate Social Responsibility and Brand Loyalty: A Study of the Indian Automobile Industry" by Rai, S., & Kumar, A. (2018) this paper examines the relationship between CSR and brand loyalty in the Indian automobile industry. The authors argue that CSR initiatives such as environmental sustainability and social welfare can enhance a company's reputation and increase brand loyalty. The study uses a survey to collect data from consumers in India, which provides valuable insights into how CSR can affect consumer behaviour and perception in a specific industry and geographic context



**DATA ANALYSIS AND INTERPRETATION**

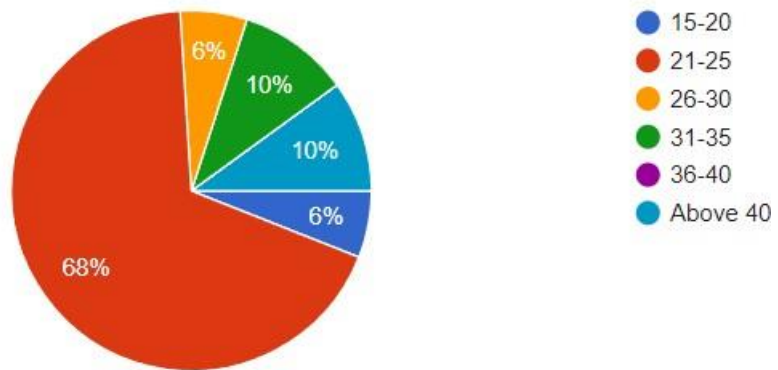
Gender  
50 responses



*Data Analysis and Interpretation*

The above chart shows the gender of the sample that filled the survey. 56% of the total respondents are male (28 out of 50), 42% of the total respondents are female (21 out of 50) and 2% that is one person, preferred not to disclose his/her gender.

Age  
50 responses

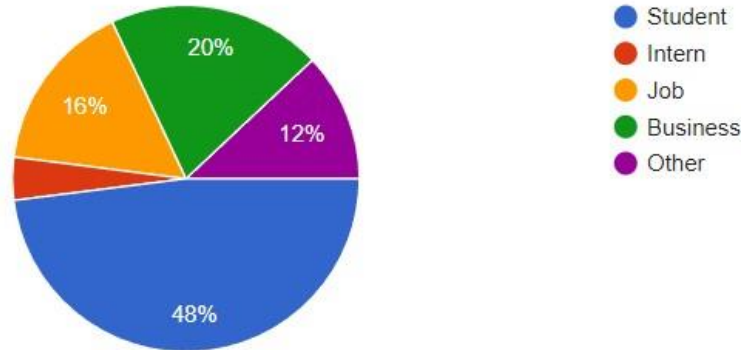


*Data Analysis and Interpretation*

The above chart shows the age distribution of the sample. Most of the respondents belong to the age group of 21 – 25 years. (34 respondents) 13 respondents are above 25 years of age.

What is your profession ?

50 responses



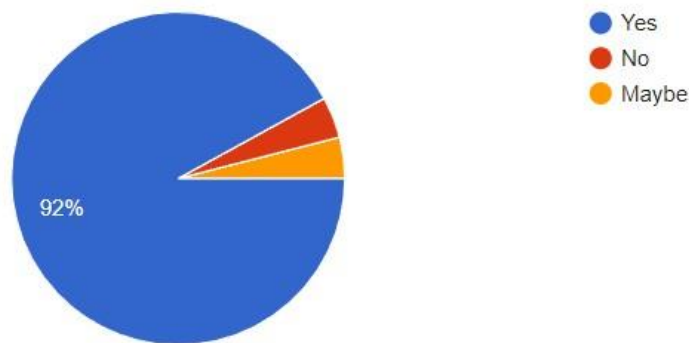
*Data Analysis and Interpretation*

The above chart shows the profession of the respondents.

The largest group of the sample belongs to the students, which is 48% or 24 people. The next largest group is the business category; 20% or 10 people, this is good because it would help us get insights about what a business minded person thinks about Corporate Social Responsibility. The next 16% belongs to the employee class, which would give us insights from the employee point of view.

Do you think companies have a responsibility to give back to the communities where they operate?

50 responses

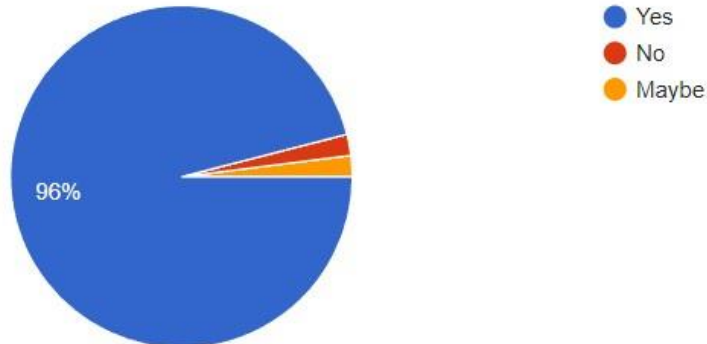


*Data Analysis and Interpretation*

The above chart shows if the respondents think if the companies have the responsibility to the communities where they operate. 92% that is 46 respondents think that companies have a responsibility to give back to the community they operate in. This also gives insights if the sample feels that CSR is important or not.

Do you think companies have a responsibility to protect the environment?

50 responses



### Data Analysis and Interpretation

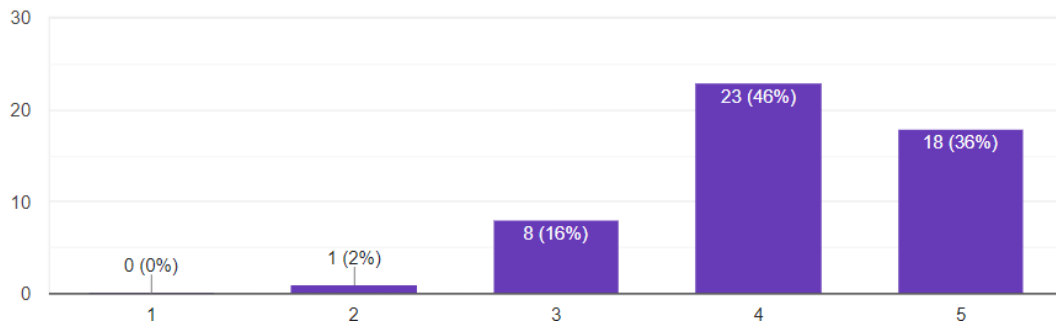
This chart shows if the respondents think if the companies have a responsibility to protect the environment or not. 96% of the respondents feel that it is important for the companies to protect the environment.

This can be because most of the companies are dependent on natural resources and it is only fair and ethical to not harm nature, the environment. It can be also environment provides essential resources that support human well-being and the functioning of ecosystems.

How important is it for companies to engage in philanthropic activities in the community?

 Copy

50 responses

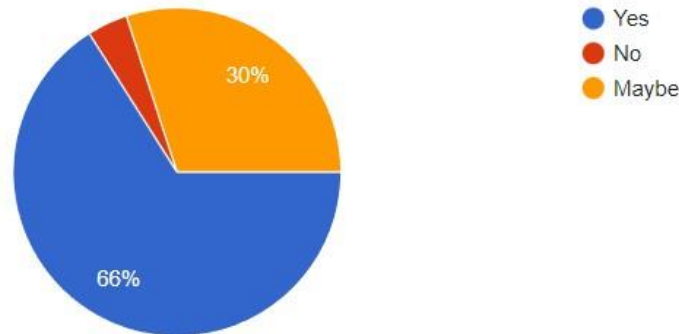


### Data Analysis and Interpretation

The above graph shows that 41 people that are 82% of the total sample agree that a company should engage in philanthropic activities. Engaging in philanthropic activities in the community can have various benefits for companies, including improving their public image, increasing employee morale and loyalty, and strengthening their relationships with customers, suppliers, and other stakeholders. When a company contributes to philanthropic causes, such as donating to charity, volunteering, or sponsoring community events, it can help to build goodwill and trust among the public, which can lead to increased brand recognition, customer loyalty, and sales. The reason why the samples chose to vote for the philanthropic activities being important might also be for the reason.

Are you more likely to purchase from a company that supports charities or social causes?

50 responses



### *Data Analysis and Interpretation*

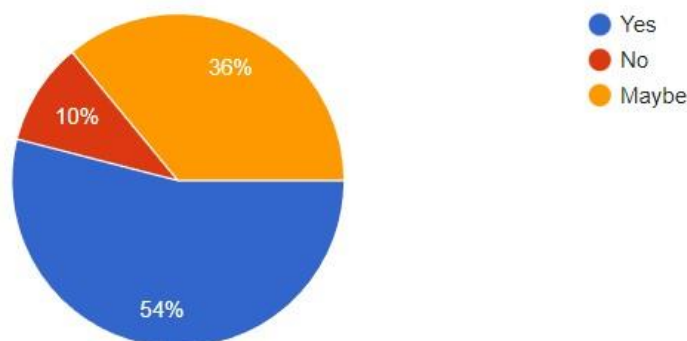
The above chart shows how likely the respondents are to purchase from a company that supports charities and social causes. 66% which is 33 of the total respondents say that they are willing to purchase from a company which supports charities or social causes. This might be because people might be emotionally connected with a company that supports charities.

Consumers are also being increasingly aware of the impact that businesses have on society and environment, so by purchasing from such a company that supports social causes, the consumers might feel that they are doing their part in making the world a better place.

30% of the other respondents which is 15 samples which say they might or might not purchase from a company that supports charities, this might also be a thoughtful decision because there are many companies who green-wash too.

Would you pay more for a product or service if it was made in an environmentally sustainable way

50 responses



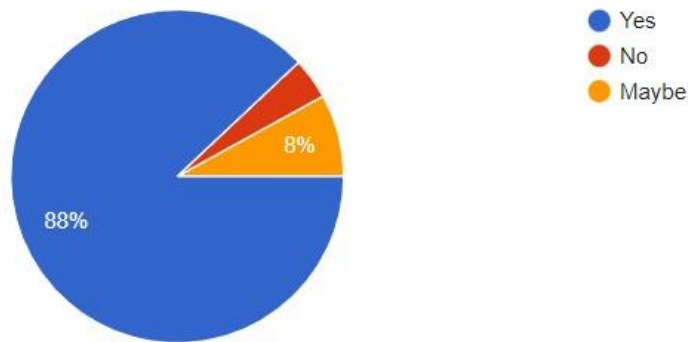
### *Data Analysis and Interpretation*

The above chart represents if the respondents would pay more for a product which is made in an environmentally sustainable way. 54% of the respondents are willing to pay more for a product which is made sustainably; there are various reasons for this too, be it social responsibility, ethical considerations, health concerns or a feeling of being responsible for the future generation. But this is a very subjective topic which differs from person to person, that is the reason why 36% are not sure if they might or might

not pay for sustainable products, and 10% of the total respondents might not pay for sustainable products. The reasons for that might be, lack of awareness, limited budget, lack of availability, skepticism, etc.

Do you believe that CSR activities help companies improve their reputation?

50 responses



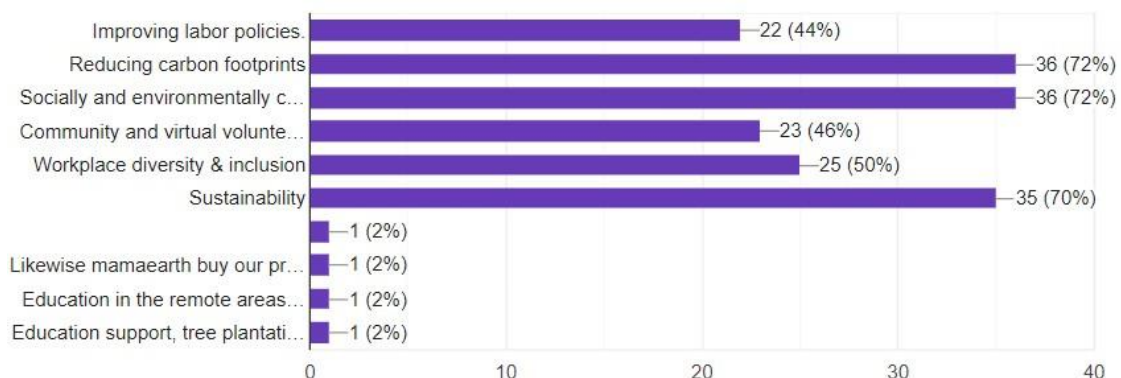
*Data Analysis and Interpretation*

The above chart shows if the respondent’s think that CSR helps in the improvement of a company’s reputation. 88% of the respondents agree with this. This can be because, when a company is seen as taking responsibility for its impact on society and the environment, it can enhance its reputation and build trust with consumers and stakeholders. By engaging in CSR activities, companies can demonstrate their commitment to these issues and build loyalty among consumers who share those values. CSR can help a company improve its reputation by enhancing its brand image, increasing customer loyalty, attracting and retaining employees, improving investor relations, and mitigating reputational risks. By prioritizing social and environmental responsibility, companies can build a positive reputation and gain a competitive advantage in the marketplace.

What types of CSR activities do you think companies should engage in?



50 responses



*Data Analysis and Interpretation*

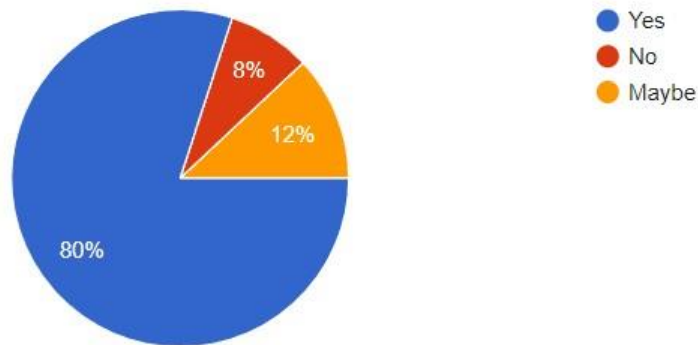
The above graph displays what type of CSR activities the respondents think the companies should engage in. 72% of the respondents opted for reducing carbon footprints and socially and environmentally conscious investments. Close behind is sustainability, with 70% of the respondents opting for the same.



The reason why most of the respondents choose to opt for environmentally focused areas of CSR might be because, that is what they are mostly aware about, because of the huge coverage on environmental sustainability, global warming and climate change.

Should companies be held accountable for any negative impacts on society or the environment caused by their products or services?

50 responses



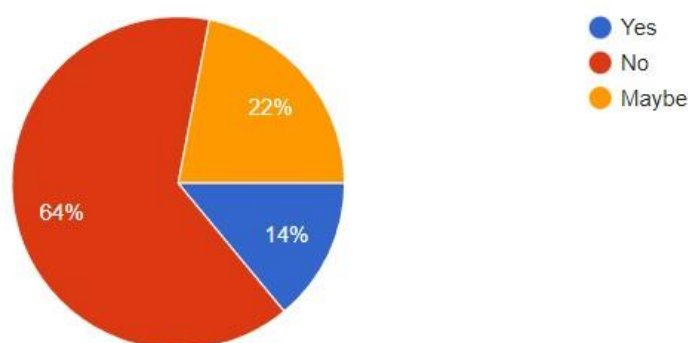
### Data Analysis and Interpretation

As seen from the above chart, the 80% of the respondents believe that the companies that cause harm to the environment or society must be held responsible for the same. Companies should be held accountable for any negative impacts on society or the environment caused by their products or services. Businesses have a responsibility to ensure that their operations do not harm people or the environment, and this responsibility extends to their products or services. Holding companies accountable for negative impacts on society or the environment is essential to protect people and the planet from harm. This accountability can take various forms, such as fines, legal penalties, or mandatory clean-up and mitigation efforts.

Companies that prioritize ethical and sustainable practices can build a positive reputation and gain a competitive advantage in the marketplace.

Do you believe that CSR practices negatively impact a company's profitability?

50 responses



### Data Analysis and Interpretation

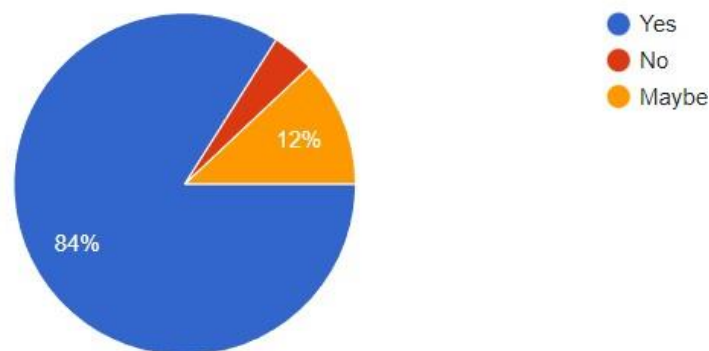
The above graph shows that 64% of the respondents do not agree that CSR activities have a negative

impact on the firm's profitability. The relationship between corporate social responsibility activities and a company's profitability is complex and depends on various factors. A study published in the Journal of Business Ethics found that companies that invest in CSR activities experience higher financial performance in the long term. However, the impact of CSR activities on profitability may vary depending on the industry, the size of the company, the nature of the CSR activity, and the specific market conditions. In

conclusion, while CSR activities may involve costs in the short term, they can positively impact a company's profitability in the long run, depending on the specific context and implementation of the activities.

Should companies be legally required to engage in CSR activities?

50 responses



### *Data Analysis and Interpretation*

The above chart is the representation of the sample when they were asked if the companies should be legally required to engage in CSR activities or should it not be mandated by law. 84% of the respondents think that CSR should be legalized by law. The government has mandated the companies to invest and take part in various CSR activities. By mandating CSR it shows that the government also supports CSR. This further encourages the companies to follow ethical and responsible business practices, which not only protects the environment but also the society. This also promotes fair competition as it prevents companies from gaining unfair advantage by engaging in unfair and unethical trade practices. While usually the companies voluntarily engage in CSR activities, it is beneficial if mandated by law.

### **CONCLUSION**

Based on the data analysis and interpretation presented, it can be concluded that the majority of the respondents believe that companies have a responsibility towards the community and environment in which they operate. The respondents also believe that engaging in philanthropic activities and supporting social causes can help companies to build goodwill and trust among the public, leading to increased brand recognition, customer loyalty, and sales. Additionally, the respondents are willing to pay more for environmentally sustainable products and believe that CSR activities can help to improve a company's reputation without negatively impacting its profitability. The respondents also expect companies to be held accountable for any negative impacts on society or the environment caused by their products or services. The respondents believe that reducing carbon footprints and socially and environmentally conscious investments are the types of CSR activities that companies should engage in. These findings suggest that companies need to take their social and environmental responsibilities seriously and

prioritize CSR activities that align with the expectations of their stakeholders. By doing so, they can not only enhance their reputation but also contribute to sustainable development and address societal challenges.

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