

A Study on Corporate Social Responsibility of Retailers with Special Reference to Erode District

Dr.G.Kalaimani, G.Vijaiprabhu,

*Head And Associate Professor, Department Of Bba, Sri Vasavi College(Sfw), Erode
Ph.D Research Scholar, Department Of Computer Science, Erode Arts And Science College,Erode*

I. Introduction

The term social responsibility is generally defined as those obligations a firm has to the society in which it operates, social responsibility is concerned with how organizations and managers deal with the issues and problems confronting society. Ethics and moral principles norms or standards of right or wrong every business organization has social responsibility toward a number of stakeholders. In same way marketing practices should be ethical with reference to moral norms, standards and values. Company's products, policies and practices should not have adverse impact on customers, other stakeholders and larger interest of society.

Retailing is a [Commercial transaction](#) in which a [buyer](#) intends to consume the good or [service](#) through personal, [family](#), or [household](#) use. Retailing is extremely important to everyone because without retailers we would not have access to everyday products that we need. Our lives would be very different if we could not 'pop to the shop' and buy virtually anything we could want. Retail has changed our lives and changed the way we live. We are an extremely materialistic society and this is partly due to retail. The clever advertising and marketing done by retailers has created a world of people who feel as though they need to have everything and buy goods to lead a happy and fulfilling life. The fact that we can have virtually anything within minutes also emphasizes and encourages are materialism. The main function of a retailer is to buy goods and sell them on to customers. Goods will be bought in bulk and sold at a profit. The retailer has to ensure that the goods they are buying are desirable to the customers or in demand. Retailing is the act of selling tangible products to an end user or consumer. The end user is the person who actually uses the product for his personal needs. There are three main parties involved when a product is released. First the manufacturer produces the product, then the distributor or wholesaler distributes it to retailers, and finally the retailer sells the product to an end user.



www.shutterstock.com · 133681769

There was a time when making of profit by the manufacturers was the sole objective. But today manufacturers cannot strictly adhere to the only one objective of minimizing profits. Nowadays manufacturers accelerate their profit by exploiting the consumers, employees and consequently society. The profit is earned by the manufacturers with the help of society as such and if the business has no concern for the society from whom the profit comes. This research paper is aim to identify the social responsibilities of Retailers and their consumers level of satisfaction towards the social responsibilities of Retailers. Hence every Retailer should have the social responsibilities to retain the present market position as well as increase the future market. Now a

day's most of the companies accelerate its profit by exploiting the consumers, employees and society. The profit is earned by the companies with the help of the society as such but the companies have no concern for the society. Hence people should have conscious of the rights and have formed the consumer's associations to protect their interests from the exploitation by the profit making concern. The social movement i.e., Consumerism which seeks to protect their rights of the consumers.

Securing the adequate physical and financial resources so as to enable the business firm to supply the goods and services which are desired by the customers in another important objective of business. This needs careful planning and acquiring the physical facilities and other resources by the management for the purpose of producing the commodities or service that are useful to the community.

Yet another important objective of business is to secure adequate return on the capital investment. For the survival of business, profit is necessary and earning of profit enables the business to render distinct service to the community. A losing business in a curse to the community for it creates unemployment and increase poverty and scarcity. The most important objective of business is the matter related with the public or social responsibility of business.

Hence the business enterprises have no function by keeping in mind the interest of society. They should consider the interest of the consumers, shareholders, employees, government and society while they function to sub serve their self-interest of earning profit. Every business enterprise is the organ of society; it is required to discharge its social obligation to the various sections of the society. Therefore each and every organization should have discharge the following social responsibilities to the various segments of society are as follows:

II. Retailers' Obligations to Consumers:

- 1.It must provide quality goods/services to customers at the rights time, right place, at right price and right quantity.
- 2.It must protect the consumers against the poor quality of goods.
- 3.It must guard the consumers against the incorrect measures of goods.
- 4.It must provide proper after sale service.
- 5.It must protect the consumers from misleading advertisements.
- 6.It should show high level of courtesy to the customers.
7. Retailers should organize associations to protect their customers against the undesirable practices that are being followed by other business firms.
8. The management should encourage the formation of consumers association and consumers advisory councils.

III. Retailers' Obligations To Workers

- 1.Retailers should provide fair wages to their employees.
- 2.It must provide equal opportunities for growth and development.
- 3.It must provide fair promotion schemes to their employees.
- 4.It must provide more employee welfare schemes.
- 5.It should provides social security and profit sharing.
- 6.The management should provide opportunity to the workers for the improvement of education& Training.
- 7.The management should encourage the workers the workers to participate in the management decision makings.
- 8.The management should provide working conditions.
- 9.The management should encourage good trade union leadership.
- 10.It should give up its attitude of trading the workers as a hostile group.

IV. Retailers' Obligations To Shareholders

- 1.Retailers should provide a fair return on the investments of the shareholders.
- 2.Retailers should supply to its shareholders accurate reports.
- 3.Retailers should encourage the shareholders to follow a dynamic policy.

V. Retailers' Obligations To Society

1. Retailers should provide high quality goods and services.
2. It should provide goods for fair price.
3. It should provide amenities in the locality where it is located.
4. It must pay the taxes to the government.
5. It must not cause damage to the amenities of the society.
6. Retailers should hold periodical meetings.
7. Retailers should take and put more efforts to avoid bad effluent, fouling the air and condition of slum and condition.

VI. Retailers' Obligation To Government

Corporate should extend their full co-operation and support to the government in implementing its policies and programmes relating to the solving of the national problems. The business corporate should realize that enterprise cannot function without the support of the government and society.

Research Objectives:

- ✓ To find out the consumer's level of satisfaction towards the various Retail shops
- ✓ To find out the consumer's level of satisfaction towards the corporate responsibility of retailers.
- ✓ To find out the influencing factor of retail shops.
- ✓ To find out the Workers' level of satisfaction towards the corporate responsibility of retailers

Research Methodology:

Research Approach : Survey approach

Research Instrument : Questionnaire

Questionnaire Design : Likert Scale

Sample Unit : consumers of retail shops

Sample Size : 150

Sample Procedure : Convenience sampling

Analysis of Data : SPSS

VII. Analysis And Discussion:

PERSONAL PROFILE OF THE RESPONDENTS		
AGE	NO.OF RESPONDENTS	PERCENTAGE
Upto 25 years	44	29.33
26-30 years	65	43.33
31-35 years	21	14
36-40 years	13	8.67
42 and above	7	4.67
TOTAL	150	100
GENDER	NO.OF RESPONDENTS	PERCENTAGE
Male	118	78.67
Female	32	21.33
TOTAL	150	100
PRESENT STATUS	NO.OF RESPONDENTS	PERCENTAGE
Student	17	11.33
Private employees	31	20.67
Govt. Employees	4	2.67
Business	89	59.33
Professional	7	4.67
Home maker	2	1.33
TOTAL	150	100
ANNUAL INCOME	NO.OF RESPONDENTS	PERCENTAGE
Upto Rs.1,00,000	43	28.66

Rs.100001 – Rs.300000	94	62.67
Rs.300001- Rs.500000	8	5.33
Rs.500001- Rs.700000	2	1.33
Rs.700001 and above	3	2
TOTAL	150	100
CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
CONSUMERS	101	67.33
WORKERS	43	28.66
SHAREHOLDERS	-	-
SOCIETY	6	4
TOTAL	150	100

Classification On The Respondents On The Basis Of Their Level Of Satisfaction Towards Various Retail Shops:

S.NO	LEVEL OF SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	127	84.67
2	SATISFIED	19	12.67
3	NEUTRAL	4	2.67
4	DISSATISFIED	-	-
5	HIGHLY DISSATISFIED	-	-
6	TOTAL	150	100

Classification Of Respondents On The Basis Of Their Influencing Factors:

INFLUENCING FACTORS	NO.OF RESPONDENTS	PERCENTAGE
QUALITY	103	68.67
PRICE	20	13.33
VARIETY	4	2.67
AVAILABILITY	11	7.33
FREE OFFERS	2	1.33
RIGHT QUANTITY	2	1.33
CUSTOMER CARE	8	5.34
TOTAL	150	100

Classification Of Respondents (Consumers) On The Basis Of Their Level Of Satisfaction Towards Corporate Social Responsibility Of Retailers:

LEVEL OF SATISFACTION	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL
CORPORATE SOCIAL RESPONSIBILITY						
Product quality	13	93	15	17	2	150
Product Attributes	2	114	22	9	3	150
After sales service	-	13	85	51	1	150
Advertisements	16	24	91	8	11	150
Courtesy towards consumers	104	7	29	1	9	150
Trade practices	1	9	126	13	1	150
Product price	-	17	43	12	78	150
Prompt delivery	94	29	6	21	-	150
Amenities in the locality	-	-	-	-	150	150
TOTAL	150	150	150	150	150	TOTAL

Classification of Respondents (Workers) On The Basis Of Their Level Of Satisfaction Towards Corporate Social Responsibility Of Retailers:

LEVEL OF SATISFACTION	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL
CORPORATE SOCIAL RESPONSIBILITY						
SALARY	17	89	25	9	-	150
LEAVE FACILITIES	6	110	25	6	3	150
WORKING ENVIRONMENT	2	11	97	39	1	150
CAREER GROWTH	16	24	11	88	11	150
TRANSFER FACILITY	2	9	79	53	7	150
RETIREMENT BENEFIT	28	12	96	12	2	150
SAFETY MEASURES	49	47	52	3	2	150
TRANSPORT FACILITY	94	47	6	3	-	150
CANTEEN FACILITY	16	21	27	67	19	150
TOTAL	150	150	150	150	150	TOTAL

Findings:

- Maximum number(65) of consumers belonged to the category of 26-30 years age group.
- Majority of the consumers were male.
- Most of the consumers were business people. Only few consumers belonged to the category of home makers.
- Maximum number of respondents were belonged to the category Rs.100001-300000 income group.
- Most of the consumers were influenced by product quality.
- Majority of the consumers were satisfied with their product quality and product attributes.
- Majority of the respondents were expressed their opinion regarding after sales service was neutral.
- Out of 150,88 respondents were expressed their opinion regarding the social responsibilities in advertisements were satisfied.
- Out of 150 respondents,101 respondents were highly satisfied with their retailer’s social responsibility regarding courtesy towards consumers.
- Maximum number of respondents were neutral with their brand trade practices.
- Majority of the respondents expressed their opinion towards product price was very high.
- Retailers does not have any interest to develop amenities in the locality.
- Majority of the workers were satisfied with their salary
- Majority of the workers were satisfied with their leave facility
- Majority of the workers were satisfied with their transport facility.
- Majority of the workers were expressed their opinion towards working environment is neutral.
- Majority of the workers were expressed their opinion towards career is dissatisfied
- Majority of the workers were expressed their opinion towards transfer facility is neutral.
- Majority of the workers were expressed their opinion towards retirement benefit is neutral.
- Majority of the workers were expressed their opinion towards safety measures is neutral.
- Majority of the workers were expressed their opinion towards canteen facility is dissatisfied.

VIII. Conclusion

In the present study, efforts have been made to identify the satisfaction level of consumers towards the social responsibility of retailers..This study is an attempt to find out the responsibilities of laptop companies. Effective retail marketing is vitally important for today's manufacturers. Without a presence in retail stores, businesses rarely achieve the high level of exposure or widespread product distribution that retail stores offer. Retailers can help small businesses by performing a wide range of marketing services, from promoting products directly to customers to giving customers a chance to view and test products . Each and every business organization has social responsibilities to the various segments of society. The retailers should realize that the success determined by the society. They should realize that their success fully depends upon the society. Hence the retailers should provide the possible service to the society. Hence the retailers should take necessary step and put more effort to achieve the social responsibilities to capture the future market and also retains the present market.