

Review Article

CSR; an Active System in Place of Build Product Constancy

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ABSTRACT

This study is to define that corporate social responsibility (CSR), is an active system for forming product constancy among the customers with respect to the reactive nature of company towards society.

The paper will be carried on prior work exposed on CSR and Product constancy and the concepts given by several secondary data are mentioned for the work.

The attitude of the paper invites the way to understand the social system creating faithful customers for the company. The paper will help in having a new approach of creating product constancy.

The paper suggests that the companies should look forward for the growth but should not ruin the social responsibility. The positive attitude towards social Welfare also helps in creating solid product constancy.

CSR creativities, positive. Sensitive and lively responsiveness of corporate office will be helpful for creating product constancy among customers for the products of the company.

It will also help in image building of companies Image in CSR? Activities. Hence CSR will be recognized as effective way for creating product constancy.

Keywords: CSR, Product Constancy, Responsiveness And Company's Image

INTRODUCTION

Corporate Social Responsibility: Corporate Social Responsibility is the ongoing promise by business to behave morally and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.

When consumers become committed to your brand and make repeat purchases over time. Brand loyalty is a result of consumer behavior and is affected by a

person's preferences. Faithful customers will consistently purchase products from their preferred products, regardless of convenience or price. Companies will often use different marketing strategies to cultivate loyal customers, be it is through loyalty programs (i.e. rewards programs) or trials and incentives (ex. samples and free gift).

Companies that successfully cultivate loyal customers also develop brand ambassadors - consumers that will market a certain brand and talk positively about it among their friends. This is free word-of-mouth marketing for the company and is often very effective.

Responsiveness in the paper means how the company responds to the present scenario of CSR in the industrial

environment. Responsiveness is judge on four criteria i.e. Ethical, Social, Economic and Environment the attitude of company on such four issues and activities undertaken is also judge as responsiveness of company towards CSR activities, which help in developing company's image.

Company image hear deals with the reputation that the company carry in eyes of stakeholders, customers and the government through its performance and the activities carried out by company, either economical activities or the social activities.

Significance of Study:

The significance of the study is working towards encouraging for managers to know that CSR enhances both product constancy and customer satisfaction, which suggests they should invest more in social initiatives. Consumers tend to reward those complies that are more socially responsible by being more loyal with them. It is also important to understand that both product constancy and customer satisfaction still play pivotal roles in a company. The understanding that CSR has stronger effect on product constancy, so companies should strategically allocate their resources to improve the areas of CSR. If the major purpose is to enhance customer satisfaction, services companies should invest more on service quality, whilst firms should pay more attention to CSR initiatives, if the major purpose is to foster customer identification, due to the stronger direct positive effect of CSR on product constancy

An increase in CSR initiatives has been prompted by companies that recognize CSR as a way to build public relations, enhance their corporate image, and increase sales. CSR initiatives are difficult to manage, however, and must be implemented carefully to avoid possible consumer skepticism. Nevertheless, from a managerial point of view, the findings presented here should be considered supportive of those companies that have chosen to engage in CSR and also those considering initiating doing so. Creating and maintaining a state of closeness between the consumer and the

company (identification and brand attitude) through a CSR initiative has the potential to generate positive behavioral responses toward the company (Bhattacharya and Sen 2003; Perez 2009)

Concept of Study:

The present condition of market justifies the cut-throat competition among companies, and the companies has shifted to Corporate Social Responsibility. "Doing well" seems to be the new slog ail for many brands in 2010. After a year economic misery and banking crisis, consumers want to get associated with the brands that believe more than a profit. The literature on corporate branding has paid special attention to the perceptions that multiple stakeholders have about a given company and about the corporate brand reputation. A recent global ranking published by the Ethic sphere institute (Ethics pay for GE, eBay 2011) foam that the most ethical companies perform better financially, even in time of economic crisis; making a point that investing I ethical practices has benefits for organizations. The importance of CSR, ethical corporate brand identity, and resulting consumer / stakeholder perceptions and outcomes is reflected in a wide spectrum of recent academic research has mostly focused on the influence of CSR initiatives / ethicality on product and corporate evaluation product purchase intentions I behavior market value and financial performance

Issues Related to Study:

An attempt has been made to highlight the issue i.e. whether CSR helps in building product constancy among stakeholders.

Objectives:

- To understand the concepts of Product Constancy.
- To have an insight about CSR initiatives carried by corporate houses.
- To understand the relevance of CSR on Productconstancy.

RESEARCH METHODOLOGY

Type of study, it is a descriptive type of study and the study is based on secondary

data, information collected from authentic sources such as books, journals, magazines and research reports and electronic data gathered through related web sites. Explanation and exploration of different types of conceptual information presented in the study is the result of observation, in depth reading, experiences and rational judgment of the author and co-author of the papers under review

DATA ANALYSIS:

The analysis has been made on the basis of review of literature as under:

Tina vilppo and Kristi lindberge, 2011. Corporate brand repositioning with CSR as the differentiating factor: A study on consumer perception. This paper studies how the strategy of repositioning enables marketers to communicate CSR their brand's differentiating factor. It aims at understanding how consumer perceptions can be changed managed to generate brand value through corporate brand repositioning when CSR is differentiating factor. The purpose of this paper is to answer the following research questions: Flow can consumer perception be managed to generate brand value through corporate product repositioning when CSR is differentiating factor? The two research objectives were: 1. to build a model which describes the different components of consumer perception involved in generation of brand value through repositioning when CSR is differentiating factor 2. To identify the most critical components in the context of the case company, IKEA for generation of brand value during the process of corporate brand re positioning.

Garcia de los Salmons, 2011. Corporate social responsibility and loyalty in services sector. Paper analyses the influence of corporate social responsibility on consumer behavior, since it brings up new questions related to the effect of this issue on traditional loyalty models. Starting from a literature review about the concept, several hypotheses about the influence of corporate social responsibility on the traditional antecedents of faithfulness,

image and valuation of services are formulated. Using a methodology support in personal surveys, the study is able to verify a direct effect of corporate social responsibility on service valuation and, therefore, an indirect influence on loyalty and image.

Hongwei He Yan Li, 2010. CSR and Service Brand: The Mediating Effect of Brand Identification and Moderating Effect of Service Quality. This article examines the mediation effect of brand identification and the moderating effect of service quality (SQ) on the effects of corporate social responsibility (CSR) association on service brand performance. A survey of customers of mobile telecommunications services was conducted. The study finds, first, that both CSR and SQ have direct effects on brand identification and customer satisfaction and indirect effects on customer satisfaction (via brand identification) and on service brand loyalty (via customer satisfaction and via "brand identification/customer satisfaction"). Second, SQ enhances the effect of CSR on brand identification. This study contributes to the literature by incorporating three perspectives of service brand performance -CSR association, SQ, and brand identification into one general framework that stresses (a) the mediating role of brand identification in predicting customer satisfaction and service product constancy; and (b) the interactive effect of CSR and SQ in predicting brand identification.

Yuan-Shuh Lii Monie Lee, 2011. Doing Right Leads to Doing Well: When the Type of CSR and Reputation Interact to Affect Consumer Evaluations of the Firm. This study investigates the efficacy of three corporate social responsibility (CSR) initiatives sponsorship, cause-related marketing (CRM); and philanthropy on consumer-company identification (C-C identification) and brand attitude and, in turn, consumer citizenship behaviors. CSR reputation is proposed as the moderating variable that affects the relationship between CSR initiatives, C-C identification,

and brand attitude. A conceptual model that integrates the hypothesized relationships and the moderating effect of CSR reputation is used to frame the study. Using a between-subjects factorial designed experiment, the results showed that all three CSR initiatives have a significant effect on C-C identification and brand attitude. The level of that influence, however, varied according to a firm's CSR reputation. Managerial implications of these findings are also discussed.

Kaur, Maneet, February 2011. Corporate Social Responsibility -A Tool to Create a Positive Brand Image. The purpose of this paper is to understand how Corporate Social Responsibility can lead to the creation of better brand image. It investigates the efficacy of Corporate Social Responsibility initiatives creating positive brand image in the minds of the consumers. Corporate Social Responsibility creates a landing place in the minds of the target consumers. It not only caters to the Brand Equity awareness among the consumers but also leads to a positive Brand Image in the minds of the potential consumers.

CONCLUSION

Bhattacharya and Sen (2003) proposed that the more closely consumers perceive a company identity to be their own, the more attractive that identity is to them. They suggested a need for empirical testing of this proposal. Therefore, future research can also test the idea of whether or not consumer identification with a company based on their positive CSR initiatives and reputation only occurs for those consumers to whom CSR or pro-social initiatives are important self-identity elements.

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