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The General Public Perception Relating To Corporate Social Responsibility In Puducherry

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Abstract

Corporate social responsibility of an organization positively influence social and environmental factors. The public opinion is most necessary for successful business setup, which is based on Expectation, loyalty, looks at how media coverage of a businesses reputation and good will and crisis. Corporate social responsibility initiatives, which turns the shape of public views towards the organization. The study discovered that public perception and awareness towards corporate initiatives. It suggests to contribute more and spend wisely on various CSR sectors.

Keywords: Practices, CSR, Public, Perception, Organization.

Introduction

Public and corporate executives have paid close attention to corporate social responsibility. Corporate Social Responsibility (CSR) refers to the pro-social actions a business takes for the betterment and growth of the community. "The responsibility of enterprises for their impacts on society" is how the Commission of the European Communities (2001) defines corporate social responsibility (CSR). Businesses fund volunteer initiatives to address social or environmental issues in an effort to foster ties with their stakeholders.

Corporates which concentrate mostly on job creation and wealth maximization may give importance to societal and environmental sustainability which could benefits the public. And expectation of Public is also high towards corporates. So corporate may increase the contribution of corporate social responsibility. And also diversify their CSR spending on various sectors like Education, Heath, rural development, women empowerment, sports, environment etc…

So, the researchers seek to identify and have an analysis regarding the Public perception of corporate social responsibility from Public. The study aims to determine the factors that influence the Public consideration and perception regarding the types of corporate social responsibility, to determine how socio-demographics affect the level of awareness in corporate social responsibility, and determine the relationship between the perception public in corporate social responsibility which influences them in purchasing product, and how corporate social responsibility can project the good image and reputation of the firm.

Review of Literature:

Aguilera et al. (2007) stated that CSR can trigger social progress, both internal or external to the organization, such as in production methods, improvement of employees' satisfaction, reduction of environmental impacts as well as external investment in local communities' infrastructures and development in the community

Rim (2016), this study tests the correlations between the skepticism constructs and public reaction in an effort to investigate the various aspects of corporate social responsibility skepticism and determine which the strongest predictor is. The role of cynicism as a preceding, a modulator, or an integral part of CSR skepticism is further examined in this study. Three elements of CSR skepticism were found through a series of model experiments to more accurately anticipate how the public will react to CSR: (a) skepticism regarding the charity of a corporation; (b) doubting the veracity of CSR messaging and initiatives; and (c) skepticism regarding the in formativeness of CSR. Cynicism was found to have little predictive capacity in explaining public reaction to corporate social responsibility (CSR); consequently, skepticism regarding a company's generosity was found to be the biggest predictor in determining negative public response to CSR.

Kim (2019), this study illustrate the beneficial benefits of corporate social responsibility communication aspects on customers' CSR Knowledge , trust and perceptions of corporate reputation using a nationwide survey of Us Consumers. The study also looks at how consumer-company identification, a stakeholder-specific element, functions in the CSR communication process. The results indicate that while the benefits of personal relevance, transparency, and factual tone of CSR communication increase with consumer identification levels, the positive effects of CSR informativeness appear to be long-lasting and unaffected by those levels. Although consumer trust and business reputation are negatively impacted by CSR communication that adopts a self-promotional tone, these negative impacts are not as noticeable among customers who identify highly with a company. In actuality, this kind of CSR marketing raises consumer awareness of CSR, which benefits company reputation.

Viererbl (2022), Supporting societal goals and sustainable developments can help a company to be seen as socially responsible. This corporate social responsibility (CSR) must be communicated effectively as too intensive communication could negatively affect the company's perception. These negative effects may be caused by an imbalance between the amount of CSR communication and the actual extent of CSR activities. Two experiments show that increased CSR communication has a negative indirect effect on perceptions of a company's social responsibility, mediated by persuasive intent and reactance. However, depending on the extent of a company's actual CSR activities, there is also a countervailing direct effect: A high extent of CSR communication positively affects perceptions of a company's social responsibility if the company engages in a great number of CSR activities. In contrast, if a company only engages in a few activities but communicates a lot about it, this positive effect may even become negative.

Importance

Corporate Social Responsibility are the new doors for entering into social world and helps in developing a nation. Its plays as a backbone for the new economic development across different nations. So, it's necessary to observe the CSR practices in corporate life of an Organisation and analyze the practices which gives satisfaction and helps in developing the company performance as well as public welfare.

Objective of the study

To study the perception of Corporate Social Responsibility among the General Public.

Hypotheses

The study is based on objectives the following null hypothesis was formulated and tested for the study.

$H0_1$: There is no significant difference between Corporate Social Responsibility and Public Perception towards corporates.

Research Methodology

Both primary and secondary data are used to support the current research. Primary data are gathered from the Public. Additional information gathered from variety of books, publications, journals, articles, theses, websites, and other sources. The gathering, processing, and interpretation of primary data satisfy all the study's goals. The well-designed interview schedule with a 5-point Likert scale used to gather data.

Sample Design

Questionnaire was spread through web survey. The convenient sample technique were used to collect data from 250 respondent as sample size from Puducherry.

Statistical Tools

The ANOVA and t test Descriptive, and Simple percentage analysis has been used to analyze the connection towards CSR and Public perception of CSR Activities in corporates.

Demographic Profile:

Table 1 Age of the Respondents

S.No	Age	No. of Respondents
1	18 or 25 years	75
2	26-40 years	41
3	41-55 years	109

4	Above 55 years	25
Total		**250**

Source: Primary Data

The table 1 shows that the most of the respondents (109) belong to the age category of 41 to 55 Years, followed by 75 respondents belong to 18 to 25 Years category, followed by 41 and 25 belong to 26 to 40 Years and above 55 Years respectively.

Table 2 Gender of the Respondents

S.No	Gender	No. of Respondents
1	Female	148
2	Male	102
Total		**250**

Source: Primary Data

Table 2 shows that it can be noted that out of total respondents 250 investigated in the study in that 148 in Females, followed by males with 102 respondents.

Table 3 Public Perception towards Corporate Social Responsibility of Corporate Companies

S. No.	Sources	Always	Usually	Occasionally	Not Usually	Never	Total
1	The CSR contribution is done mainly for Reputation purposes only.	100	72	40	30	8	250
		40	28	16	13	3	100
2	CSR contribution is very less than prescribed percentage.	89	45	38	50	30	250
		35	18	15	20	12	100
3	Just for Tax exemption the corporates follow CSR activities.	65	50	91	31	13	250
		26	20	37	12	5	100

4	CSR contributions doesn't applicable to real world.	115	40	40	35	20	250
		41	15	17	14	8	100
5	Government schemes helps in promoting CSR activities.	80	45	43	51	31	250
		33	18	17	20	12	100
6	The effectiveness of CSR is less in rural areas compared to urban areas.	93	74	48	20	15	250
		38	29	19	8	6	100
7	Corporate companies contribute and spoil the environment at the same time.	89	56	38	27	40	250
		35	24	15	10	16	100
8	There is no restrictions from environment board towards corporate companies.	100	43	11	58	38	250
		39	17	6	23	15	100
9	CSR contribution is only to show in auditing procedures.	76	60	40	38	36	250
		30	25	16	15	14	100
10	CSR activities and contributions strongly applied towards society.	20	32	20	58	120	250
		8	14	8	23	47	100

Source: Primary data

The percentage analysis results Public perception towards Corporate Social Responsibility for the reason of the CSR contribution is done. It shows that out of 250, 40 per cent of CSR always done for Reputation purposes only, out 250, 35 per cent

Public are always feels CSR contribution is very less than prescribed percentage. Out of 250, 37 per cent of CSR occasionally done Just for Tax exemption the corporates follow CSR activities. Out of 250, 41 per cent always feels CSR contributions doesn't applicable to real world. Out of 250, 33 per cent always feels Government schemes helps in promoting CSR activities. Out of 250, 38 per cent always feels the effectiveness of CSR is less in rural areas compared to urban areas. Out of 250, 35 per cent always feels corporate companies contribute and spoil the environment at the same time. Out of 250, 38 per cent always feels There is no restrictions from environment board towards corporate companies. Out of 250, 30 per cent always feels CSR contribution is only to show in auditing procedures. Out of 250, 47 per cent never feels 47 and CSR activities and contributions strongly applied towards society.

Table 4 Age and Public Perception towards Corporate Social Responsibility of Corporate Companies

Variables	Age	N	Mean	S.D.	F Value	Sig.
The CSR contribution is done mainly for Reputation purposes only.	18 or 25 years	75	4.41	0.98	4.658	0.001*
	26-40 years	41	3.23	1.13		
	41-55 years	109	4.74	1.		
	Above 55 years	25	3.74	1.13		
	Total	**250**	**3.36**	**1.14**		
CSR contribution is very less than prescribed percentage.	18 or 25 years	75	4.23	0.82	4.752	0.001*
	26-40 years	41	3.64	1.16		
	41-55 years	109	3.96	1.18		
	Above 55 years	25	4.21	0.98		
	Total	**250**	**3.68**	**1.11**		
Just for Tax exemption	18 or 25 years	75	4.22	0.88	4.444	0.001*

the corporates follow CSR activities.	26-40 years	41	3.74	1.21		
	41-55 years	109	3.97	1.23		
	Above 55 years	25	3.64	1.00		
	Total	**250**	**3.93**	**1.16**		
CSR contributions doesn't applicable to real world.	18 or 25 years	75	4.11	0.88	8.771	0.001*
	26-40 years	41	3.62	1.38		
	41-55 years	109	4.02	1.22		
	Above 55 years	25	4.11	0.67		
	Total	**250**	**3.33**	**1.22**		
Government schemes helps in promoting CSR activities.	18 or 25 years	75	4.92	1.01	5.369	0.001*
	26-40 years	41	3.77	1.21		
	41-55 years	109	3.03	1.37		
	Above 55 years	25	4.44	0.78		
	Total	**250**	**3.75**	**1.19**		
The effectiveness of CSR is less in rural areas compared to urban areas.	18 or 25 years	75	4.68	0.93	4.445	0.001*
	26-40 years	41	3.54	1.16		
	41-55 years	109	3.74	1.13		
	Above 55 years	25	3.00	1.34		
	Total	**250**	**3.85**	**1.16**		
Corporate companies contriute and spoil the environment	18 or 25 years	75	3.33	1.07	3.784	0.005*
	26-40 years	41	3.77	1.22		
	41-55 years	109	3.99	1.32		

at the same time.	Above 55 years	25	4.47	0.95		
	Total	**250**	**3.33**	**1.20**		
There is no restrictions from environment board towards corporate companies.	18 or 25 years	75	3.12	1.06	3.741	0.005*
	26-40 years	41	3.97	1.11		
	41-55 years	109	3.87	1.33		
	Above 55 years	25	4.34	0.81		
	Total	**250**	**3.90**	**1.13**		
CSR contribution is only to show in auditing procedures.	18 or 25 years	75	4.33	1.01	3.222	0.005*
	26-40 years	41	3.77	1.09		
	41-55 years	109	4.07	1.14		
	Above 55 years	25	4.00	1.07		
	Total	**250**	**4.03**	**1.10**		
CSR activities and contributions strongly applied towards society.	18 or 25 years	75	4.77	0.82	3.745	0.005*
	26-40 years	41	3.70	1.21		
	41-55 years	109	3.33	1.24		
	Above 55 years	25	3.87	1.27		
	Total	**250**	**3.90**	**1.19**		

Based on Primary Data * Sig.@5%

The ANOVA test results of age and Public perception towards Corporate Social Responsibility of Corporate Companies variables of The CSR contribution is done mainly for Reputation purposes only(4.658), CSR contribution is very less than prescribed percentage. (4.752), Just for Tax exemption the corporates follow CSR activities. (4.444), CSR contributions doesn't applicable to real world. (8.771), Government schemes helps in promoting CSR activities. (5.369), The effectiveness of CSR is less in rural areas compared to urban areas. (4.445), Corporate companies contribute and spoil the environment at the same time., (3.784), There is no restrictions from environment board towards corporate companies. (3.741), CSR contribution is only to show in auditing procedures. (3.222) and CSR activities and contributions strongty applied towards society. (3.745) are significant at 5% level. Hence, the stated null hypothesis is rejected.

Table 5 Gender and Public Perception towards Corporate Social Responsibility of Corporate Companies

Variables	Gender	N	Mean	S.D.	T Value	Sig.
The CSR contribution is done mainly for Reputation purposes only.	Male	148	3.96	1.14	4.899	0.001*
	Female	102	4.58	0.93		
	Total	**250**	3.58			
CSR contribution is very less than prescribed percentage.	Male	148	3.82	1.11	5.778	0.001*
	Female	102	4.54	0.88		
	Total	**250**	4.25	0.83		
Just for Tax exemption the corporates follow CSR activities.	Male	148	3.88	1.16	3.077	0.005*
	Female	102	4.42	1.02		
	Total	**250**	4.25	0.90		
CSR contributions doesn't applicable to real world.	Male	148	3.85	1.22	3.505	0.005*
	Female	102	4.38	1.21		
	Total	**250**	3.78	1.20		
Government schemes helps in promoting CSR activities.	Male	148	3.88	1.19	3.686	0.005*
	Female	102	4.67	0.92		
	Total	**250**	4.23	0.63		
The effectiveness of CSR is less in rural areas compared to urban areas.	Male	148	3.83	1.16	4.880	0.001*
	Female	102	4.42	0.97		
	total	**250**	4.50	0.89		

Corporate companies contriute and spoil the environment at the same time.	Male	148	3.96	1.17	6.097	0.001*
	Female	102	3.25	1.57		
	total	**250**	3.02	0.78		
There is no restrictions from environment board towards corporate companies.	Male	148	3.96	1.13	4.800	0.001*
	Female	102	4.67	0.87		
	total	**250**	4.30	1.01		
CSR contribution is only to show in auditing procedures.	Male	148	4.00	1.10	3.960	0.005*
	Female	102	4.58	0.93		
	total	**250**	4.02	0.83		
CSR activities and contributions strongty applied towards society.	Male	148	3.87	1.19	7.257	0.001*
	Female	102	4.54	0.98		
	total	**250**	3.89	0.69		

Based on Primary Data * Sig.@5%

The T-test results of age and Public perception towards Corporate Social Responsibility of Corporate Companies variables of The CSR contribution is done mainly for Reputation purposes only(4.899, CSR contribution is very less than prescribed percentage. (5.778), Just for Tax exemption the corporates follow CSR activities. (3.077), CSR contributions doesn't applicable to real world. (3.505), Government schemes helps in promoting CSR activities. (3.686), The effectiveness of CSR is less in rural areas compared to urban areas. (4.880), Corporate companies contriute and spoil the environment at the same time., (6.097), There is no restrictions from environment board towards corporate companies. (4.800), CSR contribution is only to show in auditing procedures. (3.960) and CSR activities and contributions strongty applied towards society. (7.257) are significant at 5% level. Hence, the stated null hypothesis is rejected.

Findings

- The respondents (109) belong to the age category of 41 to 55 Years.
- Investigated in the study in that 148 in Females
- The ANOVA test results of age and Public perception towards Corporate Social Responsibility of Corporate Companies variables significant at 5% level. Hence, the stated null hypothesis is rejected.
- The T-test results of age and Public perception towards Corporate Social Responsibility of Corporate Companies variables are significant at 5% level. Hence, the stated null hypothesis is rejected.

Suggestions

1. Corporate social responsibility and its awareness must be given to all the corporate companies and multinational organizations.
2. The ratio or percentage of CSR needs to be increased as its contribution to world and sustainable environmental development is important.
3. Government of India must take up necessary steps in monitoring the corporate activities of CSR and has to check whether corporate companies really contributing to CSR or not and mist check how far it's really worthy and useful for the environment and development.

Conclusion

Based on the findings of the study, the researchers was able to obtain the data to validate the drawn hypotheses. The public perception regarding CSR is significantly favorable. But the public is expecting more contribution from the corporates. And the general public needs more awareness towards corporate social responsibility and corporates may consider to spread awareness about corporate's societal initiatives so that companies may enjoy the benefit of good reputations from the public people. And suggests the government to closely monitor the corporate activity to ensure sustainable grow for both Environmental and societal sustainability.

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