CHAPTER 1
INTRODUCTORY BACKGROUND

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This chapter highlights the introductory part of the research and provides insight into the entire study. This chapter discussed concept, statement of problem, importance of the study and scope of the research work. The review of literature has been carried out which includes stakeholders, employees, and customers separately. After reviewing the available literature the researcher find out the research gap which enlightens the path of the researchers to carry forward the study in the right direction. The researcher has formulated the objectives and hypotheses of the study along with the research methodology and limitation of study.

1.1 Introduction
Corporate Social Responsibility is an overseeing idea whereby organizations acclimatize social and ecological worries in their business operations and associations with their partners. It is about overseeing organizations to accomplish both business and social advantage to improve brand esteem. In genuine significance it is about overseeing social, group and ecological effects to help in enhancing the outcomes, lessening dangers and upgrade business notoriety. It additionally turns into the secret key to overcome rivalry as well as to guarantee feasible development. Corporate Social Responsibility is the arrangement of business operations with social qualities and it considers the hobbies of partners in the business approaches and activities.
"Responsibility" accentuates that the business has some ethical commitments towards the general public. Corporate Social Responsibility is also about developing business in a manner that has esteem for everybody related to it. CSR has been unsurprising by the huge partnerships today with going up on the worldwide front. Expansive companies serve as worldwide suppliers; these organizations have continuously perceived the advantages of giving CSR programs in their different areas. CSR exercises are currently being embraced all through the globe for feasible development of business.
The premise for CSR has been articulated in various ways. Generally it is about building reasonable organizations, which require solid economies, markets and groups. CSR is not about sorting out danger or lessening them. It is about making open doors for corporate socially and producing better supportable benefits for individuals, planet and business.
1.2 Concept of Corporate Social Responsibility

The ideas of Corporate Social Responsibility perceive essentially it is ‘doing right things’. CSR is about how organization’s existence affects stakeholders beyond own insular interests, recognizing the impact of its operations on the community at large. Economical arrangements that help society and the planet while developing business. By embracing CSR system the organization activity can affect positivity, prompting feasible advancement and money related increases. There has been a pivotal increment in concerning CSR lately (Basu and Palazzo, 2008). It is presently for the most part perceived by business pioneers that their organizations need to acknowledge a greater obligation than transient benefits (Knox, Maklan and French, 2005). It is presently for the most part perceived by business pioneers that their organizations need to acknowledge a greater obligation than transient benefits (Bhattacharya and Sen, 2004). It is presently for the most part perceived by business pioneers that their organizations need to acknowledge a greater obligation than transient benefits (Perrini, 2006).

The expression "corporate social obligation" is frequently utilized reciprocally with corporate obligation, corporate citizenship, social venture, maintainability economical improvement, triple-bottom line, and corporate morals. Be that as it may, these terms are distinctive however they all point in the same course all through the created world and in numerous creating nations there has been a sharp heightening in the social parts companies are required to play. In late decades Corporate Social Responsibility (CSR) has increase impressive hugeness and bunches of associations began CSR exercises to guarantee natural and social manageability. CSR is giving so as to increase earth shattering accomplishment appreciation to the general population, worship moral values and ensuring indigenous habitat (www.hks.harvard.edu).

1.3 Statement of Problem

The escalating significance and the existing literature of CSR primarily focused on the compliance-oriented initiatives such as meeting the legal requirements, stakeholder management and their satisfaction, government concerns, and fulfilling societal concerns of CSR. While a few researches have tried to link CSR with stakeholders aspects like satisfaction, loyalty and trustworthiness outlook in the Indian insurance
sector. This study is designed to fill the gap both from a theoretical and a contextual view on CSR.

Businesses of different type have similar and broader social, economic, legal and philanthropic and environmental concerns. In particular, corporate social responsibility deal with the sustainability challenges and attention paid towards stakeholders. Insurance sector in India is still young, growing and dynamic sector. After the year 2000, insurance sector has experienced rapid growth and development as private insurance companies came into business and increasingly concentrating on their core competencies such as marketing to stay ahead and also on profit. This study focused on the of current practice of Corporate Social Responsibility of both LIC and ICICI prudential life insurance company operating in India and examining the relationship between CSR activities and Impact of CSR activities on stakeholders through developing the questionnaire. The study conducted to recognize the impact of CSR activities on employees and customer of LIC and ICICI prudential life insurance company. The study also examines the impact of CSR activities on the customer and employees in relation of satisfaction, loyalty and trustworthiness.

Hence, the study has taken as a whole the question to find out the impact of CSR activities have on different stakeholders i.e. Employees and Customers of LIC and ICICI Prudential Life Insurance Company.

1.4 Review of Literature

1.4.1 CSR impact on stakeholders

Kansal and Josh (2014) inspected the impression of shareholders and intermediaries with respect to corporate social obligation activities by Indian organizations. The study utilized partner hypothesis to inspect the impression of financial specialists and offer intermediaries on CSR in the connection of India. The information has been gathered by utilizing semi organized overview instrument. The study found that the respondents in both classes of partner gatherings concur that CSR-arranged organizations appreciate more elevated amounts of financial specialist certainty, which bring about higher stock costs, and upgraded notoriety and corporate goodwill. The concentrate likewise found that Indian organizations executing CSR activities that partners have a significant enthusiasm for such activities.
Balachandran and Malani (2013) inspected the budgetary ramifications of CSR, which included inclinations given to the items/administrations of organizations rehearsing CSR and ability to pay higher cost for the items/administrations of organizations honing CSR by buyers with extraordinary reference to Karaikudi of Sivagangai District. In the review they found that the clients were all that much of the feeling that associations using the assets of the general public and it turn into the ethical obligation of the associations to act socially mindful other than procuring benefits. 41% client were prepared to pay higher costs for acquiring items/administrations of socially capable associations, 79% of clients were agreeable to making CSR a lawful necessity for the association.

Kumar and Priyadharshini (2013) proposed the model that related CSR activities with customer reliability. They broadened their study in promoting and related zones to expand on the impacts of CSR on buyer conduct. They exhibited a model that in a roundabout way relates CSR and purchaser dedication in which the impacts of CSR exercises were interceded by organization assessment, character allure, and distinguishing proof. An exact study was led to their model with an example of purchasers of an open area banks which help in comprehension of the impacts of CSR on shopper conduct. The study reasoned that more elevated amounts of shopper CSR affiliations were connected to more grounded devotion conduct.

De Roeck , Marique, Stinglhamber and Swaen (2013) analyzed that corporate social obligation (CSR) adds to associations’ upper hand by impacting partners’ demeanors. Their study depended on social personality hypothesis to propose and test a model with 181 healing facility workers that endeavors to clarify why and how CSR can decidedly impacts representatives’ states of mind. In particular, this study inspected the effect of two parts of an association's socially mindful practices, i.e. representatives' impression of CSR activities coordinated at inner and outer partners, on workers' employment fulfillment. The outcome demonstrated that apparent CSR emphatically identified with occupation fulfillment through its impacts on general equity recognitions and hierarchical recognizable proof. These outcomes likewise demonstrated that workers seemed to utilize CSR activities to survey their association's character and relate to it.

Ochoti, et al., (2013) analyzed that the Corporate Social Responsibility assumed an imperative part in authoritative improvement. The study reasoned that CSR idea profit including client faithfulness, inspirational dispositions towards brands, customer trust,
positive exposure and better budgetary execution. Expanded use on CSR activities had been relied upon to improve consumer loyalty and assemble upper hand. The reason for this study was to highlight the part of CSR activities in building consumer loyalty and upper hand. The study was directed in the retail managing account organizations in Kenya and assembled upper hand through inclusion in CSR exercises.

Azmat and Ha (2013) analyzed the linkage between joining of CSR practices, client devotion, and trust in the connection of creating nations. They considered client trust, faithfulness, and upper hand in the connection of both created and creating nations. They took Bangladesh as a model of creating nation. They theorize that reception of CSR practices by organizations would prompt client trust and dependability subject as per the general inclination of various ward variables, including fulfilling client rights, meeting client desires, making brand mindfulness, expanding notoriety, and overseeing associations with partners.

Safi and Ramay (2013) evaluated the effect of Corporate Social Responsibility on Consumer conduct in Pakistan and dissected that buyers consider association's CSR activities before purchasing choices of merchandise and administrations. They received the Carroll model of CSR to addresses entire scope of monetary, lawful, moral and altruistic obligations. A Survey was completed and 313 reactions were gathered over the distinctive corners of Pakistan. The outcome demonstrated that there were huge positive connection between's all CSR segments and buyer conduct. What's more, the outcome demonstrated that the financial obligation had huge connection with purchaser conduct, trailed by magnanimous obligation, legitimate obligation and finally moral obligation.

Rani and Sarla (2013) analyzed the corporate social obligation rehearses in Singareni Colleries Company. They uncovered that CSR approach of the organization gave the personal satisfaction to nearby group individuals and its part in the improvement of society adequately. They conveyed Structured Questionnaire to representatives and neighborhood group individuals of Singareni Colleries Company Limited. They found that the organization puts resources into close advancement of neighborhood group by building the streets, spans, wellbeing system, therapeutic camp, and different offices to nearby individuals.
Persic and Markic (2013) analyzed the effect of social obligation vision and methodology through considered the culmination and co-autonomy of socially dependable behavior. The information was accumulated through a survey circulated among 759 expansive and medium-sized associations in the business sector administrations division in the Republic of Slovenia. The study distinguished that there were immediate effect of satisfying the vision, procedure, and co-freedom between social obligation components on fruitful corporate operations, specifically on the income, benefit, and operational economy.

Gowda (2013) assessed the effects of CSR activities on the financial advancement of individuals in the setting of India. The study led on both open and private Indian organizations/firms. The studies accentuated on the territories organizations have tended to the issues of instruction, wellbeing, and environment. The study demonstrated that all studied organizations have CSR strategy and practices. The concentrate additionally found that social obligation was viewed as a vital business issue of Indian organizations regardless of size, area, and business objective. Additionally, CSR activities impactsly affect the improvement of Indian group and also in the business.

Chek, Mohamad and Norwani (2013) analyzed the centrality of CSR exposure in Malaysian buyer items and estate industry. The study centered with the destinations to decide the level of CSR exposure and to find out whether size, benefit and influence of the organization associated with the level of CSR revelation. Information was accumulated through yearly report of 120 buyer items and 34 estate organizations recorded in Bursa Malaysia. The information was investigated with substance examination and Pearson relationship. The study uncovered that size of the organizations was connected with the level of divulgence while influence demonstrated no relationship result and productivity demonstrated a blended result. The study demonstrated that bigger and higher pay organizations uncovered more elevated amount of CSR exposure.

Mishra, Singh and Sarkar (2013) analyzed that CSR has added to construct weight on business to exhibit its social responsibility. The study depended on optional information and concentrated on CPSE way to deal with CSR in the pre and post execution of CSR rules in India. Nine CPSEs of India had contemplated to decipher the wide coliseum of CSR in India. The outcome proposed that through coordinated,
arranged and venture based CSR activities, business made open doors for Indians to take an interest in the development process and profit by CSR.

Babic-Hodovic, Arslanagic and Mehic (2013) assessed the client based corporate notoriety (CBCR) of administration organizations and investigated the significance of inward promoting. CBCR measured consolidates "client introduction" and "great business" measurements which they delegated inner promoting components. The outcomes demonstrated that components of client based corporate notoriety had positive and noteworthy impact on consumer loyalty. The outcome additionally uncovered that inward advertising speaks to an essential segment in building corporate notoriety and that it impacts clients' discernment and their fulfillment.

Sangeetha and Pria (2012) inspected the assets that influenced the CSR activities of the banks in Sultanate of Oman from the view of real partners. The study depended on the overview led among the real partners in the saving money division. The study uncovered that CSR of banks were emphatically identified with the readiness of the neighborhood group to receive the progressions. The concentrate additionally reasoned that partners' trusted that arrangement of devoted group for CSR, budgetary assignment/arranging, cooperation of the neighborhood group and their contribution in CSR activities, bank's collaboration with nearby group, life span of the bank and monetary strength of the nation were the essential assets that influences CSR exercises of banks in Oman.

Songsom and Trichun (2012) added to the basic mathematical statement model of client devotion to conventional retail shop in Hat Yai area, Songkhla region. The example comprised of 500 instances of multi-stage examining. The components of CSR desire, exchanging expense, consumer loyalty and client trust were fundamentally and decidedly identified with client unwaveringness. Client trust variable was the most elevated direct impact on client faithfulness while consumer loyalty was the most elevated circuitous impact.

Albdour and Altarawneh (2012) explored the effect of inward Corporate Social Responsibility (CSR) rehearses on Employees' Engagement. They inspected the effects of five inward CSR rehearses in particular; preparing and training, human rights, wellbeing and security, work life parity and work environment differences on the two measurements of representatives' engagement Job Engagement (JE) and Organizational Engagement (OE). The study uncovered that there were connections
between interior CSR and worker engagement though CSR practices were not exceptionally received in the keeping money division in Jordan.

Alafi and Sufy (2012) inspected the effect of CSR taking into account the three targets. In the first place was to research the arrangement of connections among the corporate social obligation (CSR) administrations and consumer loyalty (CS); second was to establish the connections between CSR administrations and money related execution (FP); and third was to look at the intervening impact of consumer loyalty on CSR administrations and monetary execution. The study used a solitary methodology configuration included the utilization of a quantitative instrument for clients from Jordanian Housing banks. They reviewed the banks' 203 clients from the chose Housing banks. The outcomes recommended the procurement of CSR administrations is connected with CS. The concentrate likewise discovered a positive relationship between consumer loyalty and monetary execution. Moreover, the study discovered consumer loyalty is intervened the relationship between the (CSR administrations) and money related execution.

Gholipour, Nayeri and Mehdi (2012) broke down the determinants of CSR and its hugeness among business understudies as future business pioneers in Iran with its specific business environment. They connected relapse in their study. The outcome found that representatives' sexual orientation, age and living foundation have no effect on CSR, while workers' religiosity and Machiavellianism and relativism impact CSR essentially. However the outcomes for Iran were same, in examination to alternate nations which were contemplated before and were likewise helpful for chiefs for arranging the new CSR arrangement.

Jung and Yoon (2012) investigated the effect of client impression of (CSR) exercises in family eateries on client trust and fulfillment. They contemplated 395 family eatery supporters acquired experimentally. The study found that client trust assumed an interceding part between saw CSR exercises and consumer loyalty. CSR exercises by implication influence consumer loyalty through client trust. The concentrate additionally proposed that CSR exercises of a family eatery not just affect consumer loyalty additionally have an aberrant impact in which the CSR exercises of the eatery permitted clients to build up the trust in the relating organization, in this way expanded fulfillment. CSR exercises advanced the consumer loyalty from the long haul viewpoint and fit for adding to assembled certainty between the client and the organization.
Aman, Lim and Nair (2012) analyzed the linkage in the middle of CSR and shopper faithfulness. The study depended on the quantitative examination of 100 reactions from a main hardware producer in Malaysia. The study found that the higher the act of CSR the more grounded was the customer steadfastness towards a specific firm. The concentrate additionally demonstrated that by putting resources into CSR, a firm could accomplish a positive result as far as its money related execution. CSR exercises gave the extra aggressive edge to a specific firm. The concentrate additionally upgraded and reinforces the ramifications of CSR on shopper steadfastness on account of an extensive gadgets assembling organization in Malaysia. The aftereffects of the investigation indicated positive connections join CSR with customer dedication, Brand Equity, Consumer-Company recognizable proof and Company Identity Attraction were likewise have huge association with CSR.

Servaes and Tamayo (2012) analyzed that CSR and firm esteem were decidedly related for firms with high client mindfulness, as substituted by promoting uses. The study found that the impact of mindfulness on the worth CSR connection was turned around for the organizations with a poor former notoriety as corporate residents. They utilized the KLD Stats database to assess CSR exercises. The study uncovered that CSR exercises improved the firm esteem for firms with high open mindfulness, as substitute by publicizing power. Notwithstanding, the organizations with high open mindfulness were additionally punished more when there were CSR concerns. Second, for firms with low open mindfulness, the effect of CSR exercises on firm esteem was either irrelevant or negative. Third, publicizing negative affects the CSR-esteeem connection if there was an irregularity between the company's CSR endeavors and the organization's general notoriety.

Singh and Pachar (2012) analyzed the relationship between the appropriation of corporate social obligation and the monetary execution in India. Their Study investigated the relationship between corporate social obligation and budgetary execution by utilizing experimental strategies. They study reasoned that organization had strong money related execution in the event that it had more assets accessible to put resources into social exercises.

Gupta, Choudhry and PGupta (2012) inspected the perspectives of administrators of Small and Medium ventures (SMEs) of partnerships in regards to CSR and they
rank the advantages CSR in this Global Market. They accumulated information through 123 surveys which was appropriated among the administrators of the organization. CSR enhance trust and comprehension on the firm, they found that CSR was no more simply in vogue however a key segment in conveying enhanced execution. The outcome found that the acts of CSR in SMEs picked up picture and notoriety from the client which prompt SMEs to engaging quality to potential volunteers, CSR enhance trust and understanding, which help in expansion the gross benefit of the firm. Further, the concentrate additionally recommended that CSR a vital apparatus to get the brand picture and notoriety of enterprise.

Samina (2012) investigated the significance of social exercises in the business as a piece of their obligations. The study was directed on Islamic Banks of Bangladesh. The study found that there were an in number positive connection between's CSR consumption and test banks' store, advance and benefit. In Bangladesh the Islamic banks from their origin have been occupied with distinctive CSR exercises. The concentrate additionally found that the aggregate CSR consumption of the 6 completely fledged Islamic banks (with the exception of one outside claimed Islamic bank) is 24.29% of the aggregate CSR use of every business bank in 2009 (Bangladesh Bank Report on CSR, 2010). The study reasoned that interest in CSR exercises made a decent notoriety and picture in the public arena and pulled in a more clients for their store and advance items.

Das (2012) analyzed the CSR practices and reporting practices in Indian money related part. The study concentrated on the activities took by the Indian Financial division in their reporting example and the key regions of CSR exercises. The information was assembled from 12 managing an account and monetary foundations. The consequence of the study reasoned that the money related and managing an account establishments of the nation were occupied with social saving money and improvement saving money approach. In any case, CSR exercises of the managing an account and money related organization were focused on training, country improvement, ladies strengthening, monetary backing to weaker segments and physically tested people groups.

Leonidas, Mary, Theofilos and Amalia (2012) analyzed the Greek administrators' recognitions towards CSR and their states of mind with respect to the organization of CSR. They study found that the vast majority of the organizations have an interior administration work that executed CSR programs which were for the most part
arranged towards society, environment and representatives. 69% of the organizations that were examined in the study had an inner administration work that executed CSR programs. The outcome demonstrated that the way CSR was overseen rely on upon the extent of the organization. Organizations with a substantial number of workers have a tendency to oversee CSR exercises inside.

**Figar and Figar (2011)** recommended that the association and most of its accomplices completed the accomplice structure. They furthermore prescribed that in this system, there were no "immense" or "little" accomplices, and all were paramount for organizations as these accomplices passed on mind boggling focal points or amazing harm to the association. The accomplice system did not contain bivalent relations alone, but instead multivalent relations as well. The study suggested that all organizations have the commitment towards the overall population, furthermore towards each other accomplice, also, the organization has: money related, legal, moral and beneficent commitment towards accomplice with the suppliers, examiners, agents and customers.

**Senthikumar, Ananth and Arulraj (2011)** recommended that the association and most of its accomplices completed the accomplice structure. They furthermore prescribed that in this system, there were no "immense" or "little" accomplices, all were paramount for organizations as these accomplices passed on mind boggling focal points or amazing harm to the association. The accomplice system did not contain bivalent relations alone, but instead multivalent relations as well. The study suggested that all organizations have the commitment towards the overall population, furthermore towards each other accomplice, also, the organization has: money related, legal, moral and beneficent commitment towards accomplice with the suppliers, examiners, agents and customers.

**Melo and Galan (2011)** examined the effect of CSR on brand estimation of U.S partnerships with the best worldwide brands. The study depended on the instrumental partner hypothesis; they affirmed that CSR was a substantial wellspring of immaterial upper hand. The board information procedure was connected to look at the CSR sway on brand esteem as a measure of corporate execution. The outcomes showed that market-based execution and the extent of the partnership have a more noteworthy effect on brand esteem than CSR. Notwithstanding, the outcome additionally demonstrated that CSR affects decidedly on firms' execution and improve the brand estimation of the firm.
Bihari and Pradhan, (2011) analyzed corporate social obligation (CSR) practices of significant players in the Indian managing an account part and found the effect of such practices on their execution and picture. The study depended on a few distributed records of CSR exercises of significant Indian banks in the most recent couple of years, the effect of such practices on the execution and picture of such banks had been investigated. They found that banks in India have expanded their CSR exercises, which likewise positively affect execution of the business, aside from enhancing their picture and goodwill. They additionally observed that social mindful state of mind was essential piece of the character of monetary foundations like banks, and it is one of their unmistakable components.

De los Salmones, Del Mar, and Rodriguez Del Bosque (2011) investigated the impact of corporate social obligation on buyer conduct. They led essential study on cellular telephone organizations to check an immediate impact of corporate social obligation on administration valuation and a roundabout impact on dependability and picture. The study uncovered that dedication towards an administration was straightforwardly affected by the impression of specialized quality and utilitarian quality and saw esteem.

Lee, Park and Pae (2011) analyzed the buyer discernment towards CSR exercises. The study has concentrated on a center interceded variable, to be specific shopper impression of CSR exercises, which associate the CSR exercises, corporate believability, and customer dependability. The exploration additionally demonstrated that purchaser view of CSR exercises affects corporate validity and buyer dedication. The consequence of the study affirmed the benefit of securing both validity and steadfastness and further recommended that CSR exercises have an essential part in the relationship administration in the middle of buyers and organizations. They prescribed point by point anticipates CSR exercises to create cooperative energy of social and financial qualities through clear and precise bearings for CSR exercises.

Lee and Qu (2011) proposed and surveyed a hypothetical model on the impacts of lodgings' CSR and corporate capacity on client organization recognizable proof clients' corporate assessment and buy aim. An on-line study was led and reactions were gathered and broke down utilizing auxiliary comparison displaying system. The outcome exhibited that corporate capacity still strongly affected clients' corporate assessment and buy goal than CSR affiliations, (2) CSR indicated more grounded effect on client organization distinguishing proof than corporate capacity and (3) Both
CSR and CA demonstrated constructive outcomes on the connections toward corporate assessment and buy aim intervened by client organization recognizable proof.

Morrison and Bridwell (2011) contended that purchasers by means of commercial center choices in a focused worldwide economy were a definitive determinant of CSR achievement and shopper social obligation was more precise portrayed the substances of Corporate Social Responsibility. The study uncovered that buyer sought after accommodation and individual self-enthusiasm by looking for cost effective items and those enterprise put resources into socially dynamic practices have a positive advertising. They found that customer were willing to pay more for items that originated from companies that really occupied with socially mindful conduct. They additionally presumed that clients were the most capable determinant of corporate conduct in this way CSR exercises ought to be centered around the buyer.

Wijesinghe and Senaratne (2011) inspected the relationship in the middle of CSR and Corporate Financial Performance (CFP). The study concentrated on Bank, Finance and Insurance segment. Divulgence of CSR was measured regarding CSR revelations evaluated through GRI rules and monetary execution as far as ROE and ROA. The outcome discovered a huge positive relationship between divulgences of CSR with ROE and ROA, in this way guaranteed the more elevated amount of CSR revelations yields the larger amount of monetary execution. The concentrate additionally uncovered that the general level of CSR divulgence was at a low level and there was a need of much change in Governance, efficient, social and ecological revelations which were the real parts of supportability.

Cowper and De Grosbois (2011) assessed the CSR activities in the aircraft business and their usage as reported by individuals from the three biggest carrier organizations together. The study led on 41 carriers and discovered just 14 had yearly CSR reports publically accessible in January 2009. Reports were examined through a subjective substance investigation. The Results demonstrated a more grounded spotlight on ecological issues than on the social or financial measurements of CSR.

Melo and Galan (2011) broke down the effect CSR on brand esteem through chose gathering of US organizations with the best worldwide brands. The study received the board information system and gave exact proof of the long haul nature of the effect of CSR activities on corporate execution. The outcomes affirmed that brand worth was more touchy to CSR than a business sector based execution pointer (MVA). They
found that CSR affects emphatically on brand esteem. In any case, effect was of a lesser extent than those of size and market-based execution. The outcomes additionally demonstrated that market based execution and the measure of the organization have a more huge effect on brand esteem than CSR.

Kanji and Chopra (2010) examined that companies expanded receiving socially capable activities, exercises, approaches and forms. The study uncovered that (CSR) arrangements were valuable for an enterprise's base and for representatives, partners, shoppers, groups, environment and society on the loose. They added to a model to survey the CSR through an idle variable basic mathematical statements model inside of the sure limits of the authoritative key arranging frameworks. The study found that CSR record demonstrated the specific partnership has social obligation. The proposed model gave precise measures, sound examinations of the information and upgraded the quality and duty of social obligation of companies in a worldwide economy.

Stoian and Zaharia (2009) fundamentally inspected the patterns, drivers, difficulties and chances of CSR motivation led on diverse partners at firm administration level i.e. financial specialists, customers, and representatives. They utilized subjective examination in light of organization contextual analyses, approach reports and daily paper articles. They found that CSR conduct was resolved both by multinationals and nearby organizations, with common society and enactment in improved its part in Romania. They researched the purchasers' assumptions with respect to the CSR motivation of organizations and recommended the most ideal courses in which organizations utilized CSR as an upper hand in Romania and connected new procedures to the nearby desires of workers, customers as well as speculators.

Bhattacharya, Korschun and Sen (2009) proposed a reasonable model that clarified CSR offered a partners with various advantages (useful, psychosocial, and qualities) and the sort and degree to which a partner gets these advantages from CSR activities impacts the nature of the relationship between the partner and the organization. The study improved the comprehension of the vital adequacy of CSR and uncovered the mental systems that drove singular partner reactions to CSR action. They contended that the nature of the stakeholder– organization relationship coming about because of a CSR activity relies on upon the sort of advantages partners get from it.

Kim and Park (2009) analyzed that corporate social obligation' (CSR) exercises indicated potential components that enhanced corporate picture and expanded the capacity of organizations to contend. In this study, they analyzed inspiration
influences shopper reaction to CSR. They likewise assessed CSR intentions impact an inner key variable (saw correspondence) and behavioral buyer result (client reliability). They showed that apparent correspondence assumed an intervening part in the relationship between CSR inspiration and client dedication.

**Rettab, Brik and Mellahi (2009)** expressed that despite the fact that various studies have demonstrated that corporate social obligation (CSR) exercises frequently prompt more noteworthy authoritative execution in western created economies. Utilizing review information from 280 firms working in Dubai, the study analyzed the connection between CSR exercises and hierarchical execution. The outcomes demonstrated that CSR has a positive association with every one of the three measures of authoritative execution: budgetary execution, representative duty, and corporate notoriety. These outcomes strengthened the amassing group of exact backing for the positive effect of CSR on execution.

**Suprawan, DeBussy and Dickinson (2009)** researched in the study of Australian SMEs fundamentally comprehend CSR as far as partner issues, particularly neighborhood groups, representatives and clients. CSR is likened with the thoughts of 'offering back' to the group, treating workers decently and giving quality items and administrations. Basic CSR exercises incorporate sponsorship projects, giving profession improvement and preparing to workers, waste reusing, and being a piece of the group's exercises.

**Zu and Song (2009)** experimentally examined Chinese administrators and directors' discernments towards corporate social obligation and the determinants of CSR rating. The study uncovered that CSR introductions have a positive connection with their organizations' execution. They utilized variable examination to establish segments from administrators' discernments towards CSR. They observed that association's gainful components, instead of directors' close to home attributes, assumed an essential part.

**McDonald and Rundle (2008)** proposed the constructive outcomes of CSR activities on consumer loyalty. The study recommended the advantages of corporate social obligation regarding organizations, including expanded benefits, client reliability, trust, positive brand disposition. The study was directed in the keeping money industry. They analyzed the effect on consumer loyalty of CSR activities opposite client driven activities. They suggested that client driven activities, which specifically profited the clients and accomplished preferable client results over CSR activities.
Swaen and Chumpitaz (2008) broke down the effect of buyers' view of CSR exercises on their trust towards the organization and highlighted the crucial systems and conditions for the effect. The study depended on poll review. Test of 618 purchasers were gathered from makeup and sportswear clients. The outcome demonstrated that shoppers’ impression of CSR exercises impact their trust toward the organization, specifically and in a roundabout way through the impact on saw nature of the items offered and purchaser fulfillment. CSR exercises have impact on corporate picture; the study demonstrated that CSR exercises if saw by customers have sway the apparent nature of items or administrations and purchasers' trust in an organization.

Pirsch, Gupta and Grau (2007) contended that the CSR projects expanded through well known corporate showcasing techniques. CSR projects fell along an assortment between two endpoints: Institutionalized projects and Promotional projects. The order depended on an exploratory study to look at the fluctuation of four reactions from the shopper partner bunches towards these two classifications of CSR. They contended that the Institutionalized CSR projects to be best at expanding client steadfastness, upgrading mentality towards the organization, and diminishing buyer doubt. On the other hand, the Promotional CSR projects contended to be more viable at producing buy goals. They additionally centered on Ethical and administrative ramifications of these preparatory discoveries. At long last, they showed that the purchasers doubtful about the organization's inspiration for building up a CSR program.

Marquina (2007) analyzed the relationship among corporate affiliations, corporate social obligation and corporate capacity on Peruvian customers' conduct. He gauged client conduct regarding their plan to buy and built up the amount of clients willing to pay for particular social elements, a discrete decision displaying test and double log it model is utilized as a part of the study. The study uncovered that experimental acceptance of the positive relationship between corporate social obligation and Peruvian customers' conduct in the buying of athletic shoes in Lima, Peru. The Study found that customers were delicate to the properties of CSR and CA in their buy choice of athletic shoes. The indications of all CSR and CA characteristics were sure, which implies that the likelihood of selecting an athletic shoe increments in the event that it offers organization's natural responsibility, great work hones, corporate providing for noble motivations, and nature of items, mechanical advancement, and initiative in the business.
Shafer, Fukukawa and Lee (2007) dissected the impacts of nationality (U.S. versus China) and individual qualities on supervisors' reactions to the apparent part of morals and Social Responsibility (PRESOR) scale. The outcomes showed that nationality did not consistently affect PRESOR reactions. In the wake of controlling for national contrasts, self-amazing quality qualities had a noteworthy positive effect on two of the three PRESOR measurements. Protection values, for example, similarity and convention additionally had a noteworthy relationship with specific measurements of the PRESOR scale. The outcome additionally gave fractional backing to the theory that self-amazing quality qualities influence states of mind toward morals and social obligation, with positive relationship in the middle of universalism and generosity.

De Waal and Escalante (2007) examined through an exploratory examination whether there exists a connection between the Corporate Social Responsibility (CSR) and High Performance Organization (HPO) ideas. Information was accumulated from seven angles that were confirmed at two mining organizations in Peru. The outcome demonstrated that the mining organization which had the best money related execution likewise had the most noteworthy scores on the seven CSR viewpoints. The study uncovered that there was an unmistakable sign of presence of direct connection between a high score on the CSR related attributes and aggressive execution which bodes well for organizations to chip away at their CSR practice and conduct.

Jain, Sen, Khan and Bala (2007) recommended that there was an awesome need to underlined on social obligation and CSR enveloped monetary prosperity as well as the human parts of life. The study inferred that a chief works inside of an arrangement of social standards and restrictions. Business and society have an advantageous relationship. The long haul feasibility of the enterprise relies on upon its obligation to the general public. Furthermore, the prosperity of the general public relies on beneficial and mindful business ventures.

Sen, Bhattacharya, and Korschun (2006) inspected the effect of CSR and exhibited that in this present reality CSR activities influenced both inner results and behavioral aims identified with numerous partner parts. The outcome demonstrated that dependent upon CSR mindfulness was entirely low; partners responded absolutely in the utilization space as well as in the occupation and speculation areas too.

Becker, Cudmore, and Hill (2006) broke down the corporate social obligation activities to impact buyer's conduct. The study took two examinations that control shoppers' impression of fit, inspiration, and timing of corporate social activities
implanted inside of advancements. The outcome discovered low-fit activities contrarily affect purchaser convictions, mentalities, and expectations regardless of what the company's inspiration, and that high-fit activities that were benefit propelled have the same effect. Purchasers consider the timing (proactive versus responsive) of the social activity as an educational signal, and just the high-fit, proactive activities prompted a change in shopper convictions, dispositions, and goals.

Luo and Bhattacharya (2006) created and tried a calculated system which anticipated the clients' fulfillment somewhat intercedes the relationship in the middle of CSR and firm market esteem. Corporate capacities (inventiveness ability and item quality) direct the monetary comes back to CSR, and these directed connections were interceded by consumer loyalty. The study depended on a substantial scale optional information set. The study found that the organizations with low inventiveness capacity, CSR really diminished consumer loyalty levels and brought down fulfillment of client that prompted hurt the business sector esteem. They reasoned that CSR contributed absolutely to market worth furthermore recommended that supervisors may acquired upper hands and profit by putting resources into CSR. Furthermore, CSR activity spoke to an in number advertising methodology, especially in the present business sector environment in which partners, for example, clients and workers may have solid social concerns.

Crespo and del Bosque (2005) investigated that corporate social obligation has been the object of much research in late decades. In this study they embraced a multidimensional point of view of social obligation, and did statistical surveying to decide the impression of clients of cellular phone administrations about financial, legitimate, moral and social parts of their working organizations. They assessed administration and steadfastness by method for a model of auxiliary mathematical statements, with a specific end goal to decided the impact of corporate social obligation on these ideas, and consequently its advantages as a business apparatus. At long last, they related the impression of client and capable conduct with steadfastness.

Kakabadse, Rozuel and Lee (2005) recognized key attributes that characterized the idea of CSR. They additionally inspected the difficulties and ramifications of the partner approach. The study found that CSR field still did not have a normally acknowledged worldview. The expanded mindfulness among individuals altogether changed the obligations of organizations have towards society. Despite the fact that associations were to develop towards more noteworthy obligation, individuals ought
to first ponder their own particular position, conduct, esteem framework and desires inside of associations and society.

Herpen, Pennings and Meulenberg (2003) analyzed the Corporate Social Responsibility as a procedure in which specific CSR exercises sway on buyers' store assessment and trust. They group CSR exercises along two measurements: (1) The recipient of the action and (2) the natural commitment of the retailer, suggesting that shoppers were keen on who profits from the movement and how much the retailer put resources into the action. They conceptualized the wonder in two field studies with 823 and 486 customers. The study uncovered those shoppers who see more CSR have more trust in the store and that their general assessment of the store is higher. Moreover, concentrate likewise showed that CSR is especially suited to assemble trust. The aftereffects of the study demonstrated a constructive outcome of commitment level on trust and store assessment for retailers with a low execution on all the more financially engaged exercises.

Isabelle Maignan (2001) led the study on a shopper in France, Germany, and the U.S. The study explored buyers' status to bolster socially dependable associations and assessed the financial, lawful, moral, and charitable obligations of the firm. French and German customers seemed, by all accounts, to be more ready to effectively bolster mindful organizations than their U.S. partners. While U.S. buyers esteem exceptionally corporate monetary obligations, French and German purchasers were most worried about organizations adjusting to lawful and moral measures.

1.4.2 CSR Impact on Employees

Bourdeau, Graf and Turcotte (2013) inspected that the (CSR) has no impact upon the moral conduct of business people. A study was directed on 197 salesmen and information were gathered from interpersonal organizations. The outcomes showed that CSR, as saw by salesmen, has an impact on business people's fulfillment and authoritative responsibility, however CSR neither affected sales representatives' moral practices nor does it affect their turnover goal. Besides result demonstrated that goal turnover was impacted by CSR, as saw by sales representatives, through such mediatory variables as "hierarchical responsibility" and "fulfillment".

De Roeck, Marique, Stinglhamber & Swaen (2013) broke down that the CSR activities have impact on representatives' mentality. The study was directed on 181 doctor's facility workers and demonstrated that CSR emphatically impacts representatives' states of mind. The study analyzed the effect of two parts of an
association's socially capable practices, i.e. representatives' view of CSR activities coordinated at inner and outer partners, on workers' occupation fulfillment. The outcome demonstrated that apparent CSR related decidedly to employment fulfillment and authoritative distinguishing proof. The outcomes likewise recommended that workers seemed to utilize CSR activities to surveyed their association's character and relate to it. CSR made the solid associations with their representatives and along these lines enhanced the states of mind workers at work.

**Hofman and Newman (2013)** analyzed the relationship between worker impression of CSR exercises and their authoritative duty. Relapse examination was connected to dissect the overview information on 280 representatives from five fare arranged assembling firms in China. Worker impression of CSR exercises towards inward partners was connected emphatically to their authoritative responsibility. Worker view of CSR practices to outer partners had a non huge effect on authoritative responsibility.

**Hilman and Gorondutse (2013)** analyzed the connections between saw morals, trust of BSR on SMEs exhibitions in Nigeria. The study utilized the basic comparison model (SEM). The study uncovered that apparent morals were emphatically connected with SMEs exhibitions; just as, Trust of BSR was joined with the execution, in spite of the fact that the relationship between's apparent morals and Trust of BSR was not noteworthy. The concentrate in addition demonstrated that notwithstanding SMEs in Nigeria were rapidly comprehend the circumstances of embracing moral activity hones, the worry of social practices were still poor.

**Bauman and Skitka (2012)** inspected that CSR spoke to an exceptional chance to impact workers' general impression of their organization. They recommended the four unmistakable ways through which corporate social obligation may influence workers. Association with their organization that compare to four all inclusive mental needs: security, self-regard, belongingness, and an important presence. The study gave a general structure that distinguished and composed the relations between representatives' worries, organization exercises, and attitudinal and behavioral results, and additionally embroil the mental procedures that connection them.

**Ward, Madison Royalty (2012)** analyzed the relationship of employees’ authoritative duty and business supported volunteerism (intra-hierarchical volunteerism) in the connection of a national volunteer system. The study was directed inside of IRS supported Volunteer Income Tax Program (VITA). The
outcomes showed that representatives who volunteered as an aftereffect of consolation by corporate businesses, administrative bosses and not revenue driven thought process of associations reported that there were expanded in authoritative responsibility as association urged them to partake in the project. Members were particularly urged by managers to partake in VITA, reactions were altogether identified with fulfillment, training, and years utilized. Those representatives partook in manager supported volunteerism, workers reported in improved with authoritative qualities and an expanded discernment that the association and the worker offer regular qualities.

**Hollingworth and Valentine (2011)** evaluated the relationship between arranged parts of Total Quality Management (TQM) and CSR. The concentrate likewise surveyed the relationship between workers' impression of corporate social obligation and ceaseless change introduction and their belongings upon representative states of mind and proposed practices toward the association. The study was directed on the workers of a budgetary administrations firm with numerous areas in the mid-western United States. The outcome point out that workers' view of corporate social obligation and ceaseless change introduction were emphatically related. Besides, come about likewise found that both CSR and ceaseless change introduction were absolutely identified with authoritative duty and their joined impact on worker responsibility was more prominent than their individual impacts, showing that both have an one of a kind impact upon representative's dedication to the association.

**Hansen, Dunford, Boss, Boss and Angermeier (2011)** investigated CSR-firm execution linkages and the effect that corporate promoting systems on partner. The study was directed on the workers of the two social insurance organization (N = 1,116 and N = 2,422). The study depended on the corporate promoting and hierarchical conduct (OB) controls to test the general suggestion that worker trust mostly intervenes the relationship in the middle of CSR and representative attitudinal and behavioral results. The study found that worker CSR observations were identified with diminished turnover expectations (in studies 1 and 2) and expanded Organization Citizenship Behaviors (OCB) (in study 2). In addition, these connections were in part intervened by the trust representatives have in their association. The outcomes additionally recommended that a proceeded with spotlight on trust-based associations with partners were a critical piece of rising hypothetical models. Further, the study
upheld the thought that trust intervenes the relationship between CSR observations and worker attitudinal/behavioral results.

**Rittippant, Tangthuttong, Sinyodyeam, and Aurjongmanee (2011)** examined the elements which impacted the workers' observation in their hierarchical CSR and whether the impression of representatives influenced their authoritative duty and fulfillment. The study was led through review and incorporated the example of 600 respondents utilized out in the open firms in Thailand. The outcomes demonstrated that the level of representatives contribution in authoritative CSR project and the sort of CSR exercises (i.e., natural security program) altogether influenced the workers' recognition which continuously, influences representatives' fulfillment and their hierarchical' duty. The outcomes likewise demonstrated that CSR group improvement exercises projects expanded the representative's impression of CSR and consequently, prompted better fulfillment and Organizational responsibility.

**Mahindadasa and Lakshan (2011)** examined that CSR exercises have impact on worker inspiration. A study was directed among the 100 official level workers openly cited organizations in Sri Lanka. The study uncovered that the hierarchical CSR has positive and critical effect on representative inspiration. The concentrate likewise proposed that human asset administration played a main part in upgrading the CSR exercises at all levels.

**Tziner, Oren, Bar, and Kadosh (2011)** inspected the linkage between the full scale and small scale idea of CSR. The study proposed the worker measurements of hierarchical equity and occupation fulfillment. A study was directed through poll finished by 101 representatives. The study demonstrated that CSR was emphatically identified with both hierarchical equity and employment fulfillment. The study discovered high connections and a marginal measure of absence of-fit, and additionally a backhanded relationship in the middle of CSR and occupation fulfillment. Likewise concentrate additionally proposed that CSR exercises pointed that the association tends to act in an equitable and reasonable way, so that coordinated towards the positive work dispositions of representatives.

**Stancu, Grigore and Rosca (2011)** investigated the workers' state of mind with respect to social obligation exercises of their managers. A quantitative methodology had been did with respect to the workers' state of mind in regards to CSR exercises of their bosses. The outcome had acquired from an online study mirrored that few imperative viewpoints. In the first place, the larger part of respondents consider that
regarding the employees’ rights, reasonable wages and wellbeing at work were the most predominant measurements in the picture of a dependable boss. Second, the study demonstrated that ladies will probably participate in CSR exercises contrasted with men. Third, the greater part of representatives knew that CSR exercises were enigmatically exhibited and presented in the organizations. The concentrate further demonstrated that there was awesome effect of CSR exercises on employees’ hierarchical duty and occupation fulfillment in the association.

Liao (2010) explored the impacts of morals preparing on worker fulfillment and intervening part of corporate-obligation hones on the relationship between morals preparing and representative fulfillment. Information were gathered from Taiwan-based senior administrators who spoke to altogether 109 organizations and who finished a poll. The study result demonstrated that morals preparing emphatically impacted corporate-obligation hones and corporate-obligation rehearses decidedly affected representative fulfillment. The concentrate additionally found that corporate obligation practices had an incomplete intervening impact on the relationship between morals preparing and worker fulfillment. The study connected the ideas of morals preparing and representative fulfillment to one another.

Turker (2009) showed the positive effects CSR exercises of organizations towards their partners. The present study gave a unique, substantial, and solid measure of CSR mirrored the obligations of a business towards different partners. The exploratory variable investigation was directed to decide the hidden factorial structure of the scale. Information was gathered from 269 business experts working in Turkey. The outcomes gave a four-dimensional structure of CSR, included CSR to social and non-social partners, workers, clients, and government. The study reasoned that the respondents appeared to overlook CSR for himself and saw that the CSR towards society, common habitat, future eras, and NGOs were more essential than CSR identified with them. The outcome likewise showed that clients were more imperative for the survival and development of business.

Lindgreen, Swaen and Johnston (2009) explored the genuine CSR practices identified with five distinctive partner bunches. They added to an instrument to quantify those CSR rehearses by directed study on 401 U.S. associations. Four distinct bunches of associations were risen, relied on upon the CSR practice centered. The unmistakable elements of every bunch identified with authoritative demographics, saw impact of partners, directors' view of the impact of CSR on
execution, and hierarchical execution. The study found that CSR was not one approach to act dependably, keeping in mind the end goal to fabricate a picture of socially capable, associations must take after at the very least, four distinct sorts of CSR practices that objective diverse partner bunches. The principal and second groups were more like a customary model of administrative free enterprise. Their study showed that diverse association stressed distinctive parts of CSR, which mirrored the distinctive force of partners versus the association. They likewise demonstrated that fourth bunch was generally old. Further, they recommended that directors have a moderately positive discernment towards CSR exercises.

Rodrigo and Arenas (2008) analyzed representatives’ responses towards the CSR programs at the attitudinal level. The outcomes were attracted from a profundity investigation of two Chilean development firms that have settled CSR programs. The outcome demonstrated that the usage of CSR projects created two sorts of demeanors in representatives: dispositions toward the association and states of mind toward society. These two expansive sorts of demeanors can then be separated into four distinct classes: (1) acknowledgment of the new part of the association, (2) recognizable proof with the association, (3) significance connected to the work performed and (4) a feeling of social equity. The Result of examination uncovered an attitudinal typology of three sorts of representatives: the submitted specialist, the apathetic laborer, and the protester laborer.

Rupp, Ganapathi, Aguilera, and Williams (2006) suggested through the theoretical model that employees’ perceptions towards CSR influenced their subsequent emotions, attitudes, and behaviors, mediated by instrumental, relational, and deontic motives/needs, as well as moderated by organizations’ social accounts. Future more theory also developed and considered the role of individual differences in moderating the effects of CSR.

1.4.3 CSR impact on Customers

Mishra, Sinha, Singh and Koul (2014) examined the ITC note pad and comprehend purchaser social obligation regarding reason related brand and their inclination level changes with distinctive firm gifts. They led the test outline with 693 shoppers. The outcomes demonstrated that buyers enjoyed reason related promoting effort and prepared to perform additional exertion for that brand. The outcome uncovered that elaborative offers and demeanor toward the notice influenced the social brand picture
of the organization, and these two influences alongside brand picture produce positive results on brand unwaveringness among customers.

Azmat and Ha (2013) inspected in their study that client dedication and trust assumed the significant part for organizations to pick up an one of a kind and favorable position over their rivals. The proposed model improved the comprehension of the relationship between receiving CSR rehearses in sustenance supply chains, client trust, devotion, and upper hand in the connection of both created and creating nations. The study inferred that appropriation of CSR practices by organizations lead to client trust and dependability subject as per the general inclination of various ward variables, including fulfilling client rights, meeting client desires, making brand mindfulness, expanding notoriety, and overseeing associations with partners. Despite the fact that, hobby has been expanding in CSR activities of creating nations and demonstrated a connection in the middle of CSR and client unwaveringness and trust.

Popescu (Nd) analyzed the way of corporate social obligation as a brand correspondence methodology and the part of CSR activities on building brand dedication. He concentrated on nuanced perspective of youthful buyers' towards CSR discernments. He connected a subjective exploration system and found there were gainful approaches to fabricated brand dependability among buyer through CSR. Moreover, concentrate likewise centered around the critical CSR issues that brands need to concentrate on to proactively react to buyer desires and to upgrade brand notoriety. The view of purchasers on corporate social obligation separated into three primary classes: CSR as a dependable brand reaction to society which includes a win-win circumstance; CSR as a showcasing methodology and distrust towards CSR. The study found that recognitions on brand dependability, buyers gave two primary classes: an initial one was brand faithfulness as a long haul association with a brand described by a customer and a proclivity towards the brand's items and components; and a second one is brand reliability as an individual association with a brand which involves an individual collaboration with a brand and a purchaser' recognizable proof to the brand's picture. Moreover, the study uncovered that customers trusted that CSR activities had been helpful for their dependability towards a brand when CSR techniques straightforward to buyer.

Ahmadi and Akbari (2013) considered the advantages of corporate social obligation on costumers' dependability and fulfillment. Information was gathered from the Pardazesh Motor Company and the outcome inferred that there was a significant and
moderately solid association with client's sure view towards organization CSR exercises. The outcomes likewise presumed that Pardazesh Motor Company administrators enhanced and elevated their CSR exercises to accomplish higher level of client reliability and fulfillment.

**Behroozi Meshkani and Rahmati (2013)** dissected the effect of corporate social obligation (CSR) on brand execution in Kaleh Dairy Products in Mazandaran. The study incorporated each of the 221 clients of Kaleh Dairy Products in Mazandaran and they were chosen by a straightforward irregular general examining strategy. The concentrate additionally examined the relationship between corporate social obligation on the brand execution and notoriety, social obligation and brand value, social obligation and devotion to brand and brand execution. Information were broke down through corroborative element investigation and way examination utilizing programming LIZREL. The study demonstrated that social obligation has a positive and noteworthy effect on the brand execution, and a few variables, for example, middle person firm notoriety, brand value and brand faithfulness considered fundamental.

**Vlachos, Krepapa, Panagopoulosand Tsamakos (2013)** analyzed the impacts of various loyalty and trust determinants, including qualities driven CSR inspirations, administration quality, kindheartedness and trust. The study contributed towards customer unwaveri ngness and trust instruments. The outcomes uncovered that CSR-prompted attributions, administration quality and altruism on results like customer trust and unwaveringness aims. The outcomes bolstered the cleanliness part of qualities driven CSR-instigated attributions, the helper part of buyer kindheartedness and the bivalent components of saw administration quality and trust. The present study uncovered that the intervening part of purchaser trust in building dedication aims.

**Balqiah, Setyowardhani and Khairani (2013)** examined that CSR exercises made the upper hand by impacting client reactions to firms' putting forth. Client's attention to CSR movement impacts their faithfulness through their recognition that action enhances the general public's personal satisfaction where the CSR exercises were actualized. The study concentrated on the relationship between CSR mindfulness and steadfastness that interceded by CSR conviction, Company Ability Belief, Quality of Life, and Company Reputation utilizing Structural Equation Modeling (SEM). The outcome demonstrated that there were little contrasts among five firms/brands i.e.,
drink, cleanser, auto, oil, and cigarette. This outcome likewise presumed that CSR exercises makes notoriety and brand picture, and over the long haul makes client dedication that prompt monetary advantage to associations.

**Ailawadi, Neslin, Luan and Taylor (2013)** examined the impacts of two sorts of Corporate Social Responsibility exercises on shoppers’ attitudinal and behavioral devotion toward retailers. The extraneous CSR projects, for example, natural invitingness or group were identified with more extensive social great. The inborn CSR projects, for example, items and workers who serve clients identified with the client's immediate trade with the firm. They found that all CSR endeavors didn't collect equivalent prizes from all customers. Albeit both characteristic and outward CSR induce attitudinal steadfastness over all buyers, there were particular fragments with regards to behavioral unwaveringness. However outward CSR really negatively affects offer of-wallet (SOW) for this section which saw CSR as taking up organization assets that generally enhance client esteem. They distinguished pertinent qualities of these sections and finished up with suggestions for a retailer to oversee and convey its CSR activities.

**Raman, Lim and Nair (2012)** measured the exhibitions of firms as to their CSR endeavors other than their monetary execution. The study directed to connecting CSR to customer dependability. It was found that the higher the CSR rating the more grounded the bond would be between these two. The study discovered applicable proof to connection buyer faithfulness and CSR activities inside of an organization. Quantitative examination in light of a sum of 100 reactions from a main gadgets producer in Malaysia was utilized to address the exploration targets. The study recommended that the higher the act of CSR the more grounded the shopper steadfastness towards a specific firm. Moreover, the concentrate likewise demonstrated that by putting resources into CSR, a firm accomplished a positive result as far as its budgetary execution. CSR can give the extra aggressive edge to a specific firm.

**Ali (2011)** inspected the effect of CSR in the advancement of corporate notoriety and buy expectations of clients in the cell business of Pakistan. The information was gathered through surveys from the respondents in regards to their recognitions about CSR activities and its impact on corporate notoriety and client buy goals. Basic mathematical statement model system used to investigate information. The study
discovered fundamentally positive impact of CSR on building corporate notoriety of doing great and creating client buy goals.

Mandhachitara and Poolthong (2011) inspected the parts of corporate social obligation and saw administration quality and decide the attitudinal and behavioral faithfulness of clients in the retail managing an account segment in Bangkok. A study was led to accumulate information from 275 bank clients. Information examination was performed utilizing incomplete minimum squares (PLS), a change based basic comparison displaying strategy. The outcomes showed that corporate social obligation (CSR) has an essentially solid and positive relationship with attitudinal unwaveringness. Seen administration quality intervened the relationship in the middle of CSR and rehash support expectations (behavioral faithfulness). Direct impacts were accounted for between saw administration quality and both attitudinal and behavioral faithfulness. A positive relationship in the middle of attitudinal and behavioral dependability was illustrated.

Veerapongi (2011) concentrated on the plans to revealed the distinction business divisions working in Thailand as to their comprehension of CSR, the sorts of CSR exercises embraced by the administration under CSR, obstructions and opportunities experienced when undertaking CSR activities. The outcome inferred that client faithfulness prompts certain promoting favorable circumstances, for example, lessened advertising expenses, all the more new clients, and more noteworthy influence in the exchange for managing channel individuals. Corporate social obligation (CSR) adds to client dependability, however the definite effect is prone to vary in different industry.

Luan and Ailawadi (2011) Analyzed the four measurements of CSR execution - ecological cordiality, treating representatives reasonably, group backing, sourcing from neighborhood cultivators and suppliers decidedly impact buyers' states of mind toward a retailer however shoppers appear to adjust their buy goal as CSR space specifically influences their genuine involvement with the organization or brand. The study uncovered that 15% of the offer of - wallet pick up from the view of worker decency accumulated through enhanced impression of value reasonableness. There was no roundabout advantage of neighborhood item sourcing - to be sure, value decency recognitions were worse for organizations that offer privately delivered items.
Onlaor and Rotchanakitumnuai (2010) directed the study on corporate social obligation (CSR) from customers' point of view toward Thai portable administration suppliers. The information was accumulated from the overview of 400 versatile clients. The outcome demonstrated that four measurements of CSR of Thai versatile administration suppliers comprised of financial, lawful, moral and altruistic obligation. These four CSR elements impactsly affect upgrading consumer loyalty with the exception of one thing of financial obligation - productivity to shareholders. Moral measurement had the most grounded effect on consumer loyalty. Monetary, lawful, moral, humanitarian obligation and consumer loyalty have significant effect on reliability, whilst generous part for the most part influences dependability. Additionally, study recommended that association focusing on making benefit for shareholders can't drive client satisfaction.CSR activities influence consumer loyalty and steadfastness client discernment about value reasonableness, administration quality, system quality, and protection concern will affect consumer loyalty which thusly prompts client unwaveringness.

Creyer and Ross (1997) inspected the view of clients towards moral and untrustworthy conduct of associations. The study uncovered that purchasers anticipated that associations would lead business in a moral way. In addition, buyers indicated ability to purchase the items or administrations even at higher costs from moral associations.

1.4.4 CSR Impact on Environment

Santoso (2013) analyzed that absence of CSR idea execution in business rehearses in the projects of natural insurance and part of business morals in supporting CSR as push to secure environment. The study uncovered that a large portion of the enormous organizations had twofold standard in the middle of morals and benefit in business hone; there were strife between understandings of law in changing the corporate character. Besides study found that there were strife between the legitimate assurance and clear rules by the legislative power. CSR strategies were self-managed by corporate. The concentrate likewise proposed that the part of business morals assumed an imperative part in supporting the CSR practices to secure environment. The study demonstrated that CSR exercises were got not out of the ordinary by the legislature and society.

Amezaga and Silva (2012) experimentally inspected view of in Chinese organizations with respect to CSR rehearses on environment, buyers, and outside
correspondence. A study of 206 organizations was led in the Haidian District in Beijing. The study demonstrated that there were high potential for the improvement of CSR connected with the satisfaction of legitimate prerequisites, give security and trust in the items or administrations. The concentrate additionally uncovered that the natural practices were discovered a high utilization level however low level of execution, with buyers, a high use level and worthy level of execution and outer correspondence, a low use level and nothing in their level of usage.

**Scholten and Kang (2012)** analyzed the interrelationships between CSR, financial specialist assurance, and income administration from 139 firms in ten Asian nations. The study perceived that these organizations' CSR were contrarily identified with profit administration. The study recommended that organizations that perform better on CSR were locked in essentially less in profit administration. The outcomes likewise recommended that CSR was identified with "genuine" activities of the firm and had its effect on both firm and nation.

**Kong, Liu and Dai (2012)** analyzed the effect of ecological assurance endeavors on business estimations of firms utilizing the carbon outflow rights exchanging plan (CERTS) in China. They found that the ecological strategy of CERTS expanded the business sector estimations of firms in the earth business and the endeavors of firms on natural security further upgraded and enhanced the business sector values. The outcome likewise recommended that organizations in nature industry enhanced their reasonable valuations and acquired advantages by fortifying their ecological assurance exercises. Moreover the study reasoned that the administration found a way to actualize natural arrangements, CERTS influenced the earth related firms and ecological security endeavors affected the financial specialist practices.

**Flammer (2012)** inspected the affectability of shareholders towards the partnership's ecological foot shaped impression. He directed an occasion study around the declaration of corporate news identified with environment for all U.S. traded on an open market organizations from 1980 to 2009. The study found that those organizations answered to carried on dependably towards nature encounter a critical stock cost expand, though firms that acted flippantly confront a huge stock value diminish. The outcome reasoned that an organization's sure engagement with nature created once again and aggressive assets for the firm.

**Babiak and Trendafilova (2011)** analyzed the dispersal of ecological administration activities of CSR exercises in business, thought processes and weights. The study was
led through overview, 17 inside and out meetings of senior officials to embraced CSR rehearses in an industry. The study utilized a blended routines approach and included proficient games group and association officials. The study depended on economical practices under the CSR and inspected the causal drivers of natural conduct. The outcome recommended that key intentions were the essential explanation behind receiving a natural CSR center. They likewise proposed CSR inspirations were mind boggling and included transaction among various diverse authoritative and societal components.

Smaliukiene (2007) analyzed the significance of social impacts on corporate natural obligation and illuminated the criticalness of partners' desires in association of ecological exercises. The study was led on Multinational undertakings (MNEs). Subjective substance examination was utilized to reveal the sort of ecological obligation was legitimate in nations of created, creating and rising economies. In creating economies, gifts were generally requested. Rising economies were presented to different changes, there were requirement for social speculations and in created economies full business co-operation was favored on natural issues.

1.5 Research Gap

After going through the review of literature, the researcher found that many empirical studies on Corporate Social Responsibility practices took place around the world in the developed country. Many researches focused on the CSR practices of organization and their relationship with different stakeholder of companies and found positive results between corporate social responsibility and stakeholders in different industry. In India, very few researches have been found or inadequately explored in the field of Corporate Social Responsibility particularly in insurance sector. The researcher made an attempt to fill the gap in corporate social responsibility in Indian insurance sector. The present study to find out the impact of CSR stakeholders specifically on customers and employees are taken into consideration. In India, there is no such study took place that have examined the impact of Corporate Social Responsibility on stakeholder in context of employees and customers in a particular industry especially in insurance sector.
1.6 Scope of the Study

The scopes of study are listed below:

1. The present study includes all life insurance companies either public or private running their business in India. The study focused on the various activities associated to corporate social responsibility carried out by the LIC and ICICI Prudential Life Insurance Company.

2. The present study investigates the impact of various activities on customer and the impact of CSR activities on customer’s satisfaction, loyalty and trustworthiness.

3. The present study explores the impact of CSR activities on the employees and the impact of CSR activities on employee’s satisfaction, loyalty and trustworthiness.

4. The study also helps to understand the impact of various CSR dimensions i.e., Legal, Social, Economic and Phototrophic activities on various stakeholders.

1.7 Importance of the Study

Corporate social responsibility is a business idea that stresses the importance of keeping the best interests of stakeholders in mind. Earning profit every year and taking business to new heights is likely to be the main objective of every business, but it is also important to consider the stakeholders in the business as well. However, corporate social responsibility is not just about picking a charity to donate to every year; it is the responsibility of every business to pay back to every stakeholder who is attached with the business directly or indirectly. Businesses by contributing a portion of their profits prove to the public that they are working towards the well being of society as well as of the business.

Corporate social responsibility gains its importance from the margins to the mainstream of business over the last three decades. Now, CSR understood to be a worldwide concern of strategic significance for policymakers and companies. Proper attention is paid towards CSR policies of the companies which further allow business to be more sustainable. But, CSR enables businesses to give something back to its stakeholders by making efforts towards creating social, economical, and environmental innovation. An insurance business is based on the utmost good faith and there is a need to study the insurance business CSR activities and its impact.

There is a need to study the social responsibility of the Indian insurance sector to reveal how much this sector contributes for the sustainable development.
Following are the significance of corporate social responsibility:

- One of the most important reasons to adopt CSR into business strategy to boost organization’s brand image and reputation. Many researches prove that company who payback to stakeholders enjoys the brand image and reputation in public eyes.
- A good public image in the view of stakeholder is very a crucial marketing asset and its importance cannot be underestimated as businesses consider the benefits of different stakeholder into their CSR strategy.
- Corporate social responsibility helpful in maintaining a strong relationship with customer as customer feels satisfy if company payback a part of their profit in the public interest or in the welfare of society.
- Corporate Social Responsibility strategy has been constantly connected with increase in employee satisfaction, productivity and retention through its well-organized and transparent business strategy towards all stakeholders. Employees feel proud to be associated with the company that has a good public image and is continuously in the media for positive reasons.

1.8 Objectives of the study

1) To study the conceptual framework of Corporate Social Responsibility around the globe.
2) To examine the CSR Practices in insurance sector particularly LIC and ICICI Prudential Life Insurance.
3) To examine the difference between employees satisfaction of CSR practices of LIC and ICICI Prudential Life Insurance Company.
4) To study the difference between the customer satisfaction of CSR and practices of LIC and ICICI Prudential Life Insurance Company.
5) To analyze the impact of CSR (Social, Legal, Economic and Philanthropic) on employees satisfaction, retention, and trustworthiness of LIC and ICICI Prudential Life Insurance Company.
6) To analyze the impact of CSR (Social, Legal, Economic and Philanthropic) on customer satisfaction, retention, and trustworthiness of LIC and ICICI Prudential Life Insurance Company.
1.9 Hypotheses of the Study

1. **H01 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance Company towards the corporate social responsibility.

2. **H02 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance towards the Social CSR.

3. **H03 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance towards the Legal CSR.

4. **H04 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance towards the Economic CSR.

5. **H05 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance towards the Philanthropic CSR.

6. **H06 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance towards Satisfaction.

7. **H07 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance towards Trustworthiness.

8. **H08 (Null Hypothesis)** There is no significant difference between the LIC and ICICI Prudential Life Insurance towards Loyalty.

9. **H09 (Null Hypothesis)** There is no significant relationship between social, legal, economic and philanthropic CSR and employees’ satisfaction of LIC and ICICI life Insurance company.

10. **H010 (Null Hypothesis)** There is no significant relationship between social, legal, economic and philanthropic CSR and employees’ retention of LIC and ICICI life Insurance company.

11. **H011 (Null Hypothesis)** There is no significant relationship between employees’ satisfaction and employees’ retention of LIC and ICICI life Insurance company.

12. **H012 (Null Hypothesis)** There is no significant relationship between employees’ satisfaction and Trustworthiness of employees LIC and ICICI life Insurance company.

13. **H013 (Null Hypothesis)** There is no significant relationship between social, legal, economic and philanthropic CSR and customer satisfaction of LIC and ICICI life Insurance company.
14. **H014 (Null Hypothesis)** = There is no significant relationship between social, legal, economic and philanthropic CSR and customer retention of LIC and ICICI life Insurance company.

15. **H015 (Null Hypothesis)** = There is no significant relationship between customer satisfaction and customer retention of LIC and ICICI life Insurance company.

16. **H016 (Null Hypothesis)** = There is no significant relationship between customer satisfaction and Trustworthiness of customer LIC and ICICI life Insurance company.

1.10 **Research Framework**

The current concept of CSR draws upon a model which describes four categories of responsibility. The first two are compulsory for survival. Firstly, companies in the private sector have an economic responsibility to be profitable. Secondly, they have legal requirements to obey the law in the society in which they run. The third and fourth responsibilities are voluntary or discretionary. The third is termed ethical by Carroll, and refers to the perceived obligation of a corporation to behave in ways which are regarded as right, just and fair, irrespective of compulsion. One practical problem here is that what is regarded as right just and fair in one cultural setting may not be similarly viewed in another. Nonetheless, the category may be considered to highlight the fact that not all that is expected of an ethical corporation in a given cultural setting will be encompassed by the rule of law. Carroll’s fourth category is termed philanthropic. The term denotes activities deemed to be desirable by a given society but not necessarily expected. The ethical and philanthropic categories have often attracted the attention of CSR researchers, because they have been taken to be indicative of a degree of commitment to responsible behavior which moves beyond the spheres of compulsion and compliance (Carroll, 1979). This research focuses on the position that, when companies take practical steps to introduce CSR into business processes and procedures, irrespective of economic or legal considerations, this demonstrates satisfaction, loyalty and trustworthiness among customers and employees.

*Corporate Social Responsibility, philanthropic, ethical, legal and economic* taken as independent variable and *satisfaction loyalty and trustworthiness* taken as dependent variable.
The Following figure shows the framework of this research:

1.10.1 Research Framework for Customer

1.10.2 Research Framework for Employees

1.11 Research Methodology

The research methodology is defined as a highly intellectual human activity used in the investigation of nature and matter and also deals specifically with the manner in which data is collected, analyzed and interpreted. Therefore, this section portrays how the research is carried out in terms of the research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis. For this research project, 3000 questionnaires were circulated in LIC and ICICI Prudential Life Insurance Companies to our targeted respondents i.e., Customers and Employees.

1.11.1 Research Design

The research is quantitative in nature, where the researcher used questionnaire of different predictor of CSR impact on stakeholders i.e., Employees and Customers. The study is more structured and less flexible as it involves close ended questions which make it a descriptive. The study is divided into two parts i.e., Employees and Customers. An attempt is made by the researcher to know the perception and opinion...
of employees and customers of insurance sector regarding CSR. Through this research design, the researcher was able to obtain results to either accept or reject the hypotheses. In addition, the following steps are used in pursuing the study.

1.11.2 Data Collection Methods

1.11.2.1 Primary Data
The data used in this study was collected through questionnaire developed by the researcher in accordance with the previous study and includes those factors which are not found in earlier study i.e., Loyalty and Trustworthiness. Moreover, the factors which includes in Carrols Model are considered for collecting the data to the end result i.e., Impact of CSR on stakeholders.

1.11.2.2 Secondary Data
Secondary data are collected from sources which have been already created for the purpose of future uses. The Secondary data collection involves less time and effort. Sometimes more accurate data can be obtained only from secondary data. Such data are collected for some other purpose. There is no control over secondary data collection and hence it may not be accurate for many applications. The researchers used most of the online journals, databases provided by University Library such as Wiley, Taylor and Francis, Pro-Quest, Science Direct, JSTOR, IRDA, Emerald, Google Scholar and Books of National as well as International repute. Besides, journals from authors’ opinion, text book for business research and online articles were also used as the secondary data to obtain useful information. The secondary data was used widely in our research to determine a framework for our research.

1.11.3 Sampling Design
The population from which the sample was drawn for the study consists of LIC and ICICI prudential life insurance branches located in Uttar Pradesh and Delhi. The total number of respondents in LIC and ICICI customers and employees are 3000 located in Uttar Pradesh and Delhi. The sampling frame of this study consists of customers and employees associated in insurance sector. In actual practice, the sample drawn from a list of population elements that is often somewhat different from the target population that has been defined. In this research, a total of 1183 customers and 850 Employees of LIC and ICICI Prudential life collected.
Table (1.1) Sample size of LIC and ICICI Customers and Employees

<table>
<thead>
<tr>
<th></th>
<th>Customers</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIC</td>
<td>608</td>
<td>450</td>
</tr>
<tr>
<td>ICICI</td>
<td>575</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td>1183</td>
<td>850</td>
</tr>
</tbody>
</table>

Source: Compiled and calculated by the researcher.

1.11.3.1 Sample Framing
The study is based on a sample frame of Indian insurance companies LIC and ICICI Prudential Life across five districts of Uttar Pradesh (Agra, kanpur, Aligarh, Meerut, and Lucknow) and Delhi Region (North Delhi, South Delhi, West Delhi and East Delhi).

1.11.3.2 Sampling Techniques
This research is done based on Convenience Sampling. Convenience sampling refers to the sampling processes used to reach the respondents or constituent which is the most convenient (Zikmund, 2003). Convenience sampling is easier to conduct as it helps the researchers to obtain a large number of respondents quickly at a lower cost. Convenience sampling is used as a major sampling process because it is inexpensive, convenient and time-saving. (Malhotra and Peterson, 2006) as whom the respondents meet the criteria of the study are able to represent the interest of the population.

1.11.4 Design and Development of the Research Instrument
The questionnaire for this study was constructed through an exhaustive literature review of empirical research work and the scales of previous research authors. Two separate set of questionnaire has been used as a medium for data collection. The questionnaire consists of 69 items for customers of LIC and ICICI Prudential life and 76 items for employees respectively. The questionnaire includes demographic and personal information of the target respondents. The questions asked related to Name of Company, Age, Gender, Income Level, Level of Education, and Location from Customers. While along with above information, Profession and Experience also asked to the employees of both insurance companies. In order to measure the response of respondents on each item 5-point Likert’s Scale has been used. The questionnaire consisted in the main of self-rated, non-comparative single-item rating scales used to assess respondents’ level of agreement or disagreement with statements relating to the impact of CSR on Stakeholders. Questionnaire is designed on the bases of previous
literature and study related to Corporate Social Responsibility. Moreover, a comparison have been made in between the response of Customers and Employees of LIC and ICICI Prudential Life with demographic variables.

The researcher attempted to test whether exists any significant relationship between demographic variables (independent variable) with the (dependent variable) that have an impact on stakeholders insurance industry. This study adopted the dimensions of CSR from Carroll’s pyramid of CSR (1991), Tan and Komaran (2006), Harrison and Freeman (1999), Maignan (2001), Sen and Bhattacharya (2001), Zhao (2012), Carroll (1979), Rahim Jalaludin and Tajuddin (2011), Turker (2009), Bowen (2001) (See Appendix 1 and 2)

1.1.5 Questionnaire

The questionnaire is being filled in by the respondents of ICICI and LIC Customers and employees respectively. After that, all the responses were checked to make sure whether the data collected were being retorted properly and without any omission. Incomplete questionnaire found were not considered. The response rate of the data collected in this study is shown in the Appendix (3 and 4) so as to know the response rate of LIC and ICICI prudential life Customers and Employees based in North central zone of LIC (Agra, Kanpur, Aligarh, Meerut and Lucknow) in Uttar Pradesh and (North, South, east and West regions) of Delhi.

Total numbers of questionnaires distributed among customers were 1500 in which 800 questionnaires were distributed among districts of Uttar Pradesh and 700 were distributed in Delhi Regions. Uttar Pradesh has more respondents (374) as compared to Delhi (234) in case of LIC, while in Case of ICICI the majority of respondents were also from Uttar Pradesh (431) and Delhi (144). (See Appendix 3)

The total numbers of questionnaires distributed among Employees were 1500 in which 800 questionnaires were distributed among districts of Uttar Pradesh and 700 were distributed in Delhi Regions. In case of LIC Delhi have more respondents (234) as compared to Uttar Pradesh (216). But in case of ICICI prudential Life Uttar Pradesh has more (256) respondents than Delhi (144) of ICICI prudential respondents. (See Appendix 4)

1.1.6 Pilot test

A pre-testing (pilot study) of questionnaire was configured to examine the research topic, to identify whether variables were measurable with suffice fidelity to be studied in variety experimental conditions. In other words, pilot study enabled researchers to
specify several issues that realized from the questionnaire, hence, allowing researchers to identify and solve the issues that probably arise. Pilot test for this research study was carried out on a small group consisting of 165 Customers and 115 Employees of both the companies. The pilot test is often conducted prior to the distribution of actual surveys. The reason of pilot test conducted is because it mainly figures out the major or minor errors of the questionnaire that has been neglected initially. In this research, 165 and 115 set of questionnaire are distributed amongst customers and employees of LIC and ICICI Life Insurance Company to serve as pilot testing and the result is being tested its reliability and validity using the Statistical Package for Social Sciences (SPSS) software. Moreover, the pilot test primarily used to check validity and reliability of the questionnaires.

1.11.7 Validity
Validity is the ability of an instrument to measure the variable it is intended to measure. Every measuring instrument is designed for a specific measurement. If it is correctly designed, it measures what it is supposed to measure. If it is faulty, then it measures something, which may not be what it is supposed to measure. Polit and Hungler refer to validity as the degree to which an instrument measures what it is supposed to measure. Validity means the ability of the research method to find out what it is supposed to find out, i.e. the truth. It is very important if researchers are seeking to obtain an in-depth insight into individuals, small groups or situations. If research is said to be valid, this means that it is really measuring what it is intended to measure and gives an accurate insight into the research area-that is, it `mirrors` reality. If the research lacks validity, this means that the researchers cannot guarantee that their findings reflect the truth (Churton & Brown 2010, 211).

1.11.8 Reliability
Reliability is the extent to which a test produces similar results on repeated trials. If research is said to be reliable, this means that if it is replicated, identical results will be achieved. Reliability is important if generalizations are to be made. If researchers can establish that their research is reliable there is less risk of their taking a chance pattern or trend exhibited by their sample and using it to make inferences or assumptions about the population as a whole. (Bell 2014, Churton & Brown, 2010). In this research reliability is measure by using Cronbach’s Alpha. Cronbach’s Alpha measures internal consistency or how the items are closely related as a group. Cronbach’s Alpha of 0.7 and above is considered acceptable, where scale between 0
(no internal reliability) and 1 (greatest internal reliability is present (Bryman and Bell, 2010). The Cronbach’s Alpha for each dimension is above 0.7

1.11.9 Normality
Normality often refers to shape of the data distribution. The second area is kurtosis, being whether the curve is peaked or flat (Hair, 2010). The skewness of this data set sites between -0.1602 to 0.512 suggesting that this range falls between -1 to +1 indicating that skewness of this data set is acceptable range. Also as kurtosis value falls on an acceptable range, suggesting that the data set is normal. All the data of selected questions are verified by the normal distribution or normal curve chart. The data falls on the accepting range and makes the bell shape; therefore, it is to suggest that the data set is normal.

1.11.10 Sampling Adequacy
A sample respondents could satisfactorily it posses the features of generalize ability. All the measure of the sample size could make data adequate. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is still useful methods to show the appropriation of data for factor analysis the KMO statistics varies between 0 and 1. Kaiser (1974) recommends that value greater than 0.5 are acceptable. Interpretive adjectives for the Kaiser-Meyer-Olkin Measure of Sampling Adequacy are in the 0.90 as marvelous, in the 0.80's as meritorious, in the 0.70's as middling, in the 0.60's as mediocre, in the 0.50's as miserable, and below 0.50 as unacceptable. The value of the KMO Measure of Sampling Adequacy for this set of variables is above 0.7 which is considered as good. In this study, the values of KMO for all dimensions are taken separately in this study. (See Chapter 5)

1.12 Data Analysis
The data collected from different sources were computed, classified, tabulated, analyzed and interpreted. The following statistical techniques were used to analyze and interpret the tabulated data: mean percentage, standard deviation, T test, Multiple Regression Analysis, Factor Analysis and one-way ANOVA. Frequency and percentage was calculated for all the socio demographic variables of the respondents from the companies. Mean and standard deviation was worked out for dimension wise and overall variables of corporate social responsibility.. One way ANOVA was done
to know the statistical significance on the response between companies based on the dimensions of corporate social responsibility

(a) Factor Analysis
The main applications of factor analytic techniques are: (1) to reduce the number of variables and (2) to detect structure in the relationships between variables, that is to classify variables. Therefore, factor analysis is applied as a data reduction or structure detection method. Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. (Wikipedia) It allows researchers to investigate concepts that are not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors. In every factor analysis, there are the same numbers of factors as there are variables. Each factor captures a certain amount of the overall variance in the observed variables, and the factors are always listed in order of how much variation they explain

(b) One-Way ANOVA Analysis (F-test)
In support of independent sample T-test, F-test is also used by the researcher to give strength to the result of hypothesis testing. However, One Way ANOVA compares the mean of sample more than two populations or group to determine if the differences are statistically significant. The total variance observed is placed in two classes namely: within group variations and between group variation.

(c) Independent-Samples T-Test
In this study, researcher used independent sample T-test to find out the difference between LIC and ICICI Prudential Life Insurance Company in relation of CSR activities. However, statistically T-test is used to test the hypothesis that the mean scores from two samples of groups such as male and female) on some interval or ration scaled variables significantly differ from each other. It assumes that the two groups are normally distributed and that their variance is equal. The T-test assesses whether the means of two groups are statistically different from each other. This analysis is appropriate whenever you want to compare the means of two groups. Many prior researches used either mean comparison (Maignan, 2001) or general linear model (Vitell and Hidalgo, 2006) to analyze the effects of influencing factors on Corporate Social Responsibility. Though, the t-tests are employed for investigating purpose based on the critical assumption that the data population conforms to a normal distribution.
(d) Multiple Regression Analysis
The researcher has adopted multiple linear regression technique to analyze data. Furthermore, in this study multiple linear regression is used to find out the impact of CSR on satisfaction, loyalty and trustworthiness of employees and customers. Multiple linear regression is a statistical technique for testing and estimating causal relationships using a combination of statistical data. Regression analysis examines the sensitivity of changing CSR dimensions (independent variable) and its impact on customer satisfaction, retention/loyalty and trustworthiness (dependent variables). Also to further analyze the causal relationship between CSR and customer satisfaction and retention, two-tailed test have been conducted to ensure the level of significant of the relationship between two variables.

1.13 Limitations of the Study
1) The limitation of the study is that most of the people are not aware of the companies CSR activities as there is no proper reporting of CSR in the company.
2) The Study confined to the insurance sector and the measure the impact of CSR only two stakeholders as the area of study is going very much wide and requires lot of time to access the impact of CSR on all stakeholders.
3) The Life Insurance companies which are under study do not listed in the share market as there is restriction on insurance company to list in the market. IRDA not permitted the insurance company to save the interest of Insured.
4) There are no clear guidelines for companies to invest funds in various activities under the companies’ act 1956 prior to March 2014. The bill is implemented from April 1st 2014.
5) Corporate Social Responsibility concept consist of many stakeholders which get benefited with the CSR activities of a business. But in this study only two stakeholder are taken into consideration to assess the impact of CSR on Stakeholders i.e. Employees and Customers.
6) Some of Insurance companies are not taken any CSR activities as they started the business recently. Therefore, no information is given about the CSR activities of those companies in this study due to lack of availability of information.
The next chapter discusses in details the international and national Scenario of CSR around the globe. Evolution, development, concept and theories of CSR have been taken into this study.
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