Corporate Social Responsibility and Its Influence on Customer Satisfaction among Students of Selected Private Engineering Colleges in Tamilnadu

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Abstract: Purpose – The discussion on Corporate Social Responsibility (CSR) in the current scenario is getting special attention in business environment. In India, it is highly speaking since the companies’ act 2013 and its significance highlighted the need for integration of ethical principles in the businesses. Even though the educational institutions and university strived not to make profit from its business, institutions are frequently involved corporate social responsibility practices and contribute more for the society, legal, environment and customers. The aim of the study focused to explore empirically the relationship among the dimensions concerning CSR i.e., Environmental, Employer Employee, Customer, Legal and Societal with customer satisfaction among students of private university in Vellore, Tamilnadu. Design/Methodology – This research is basically an exploratory in nature. In this study the sample of selected private engineering college students in Tamilnadu, have been taken to discover the influence of CSR on customer satisfaction. The test of Correlation Analysis have been used to test the hypotheses that is mentioned during the study. Findings – In the current study took the researcher to come up with the conclusion that the dimensions concerning CSR have a concrete relationship with Customer Satisfaction. The study is tested based up on the Test result specified by Pearsons Correlation which falls under -1 to +1 on the results.

Keywords: CSR, employee responsibility, environmental responsibility, customer responsibility, societal responsibility and customer satisfaction.

I. INTRODUCTION

Education is important for every country to grow. Education helps the countries to grow economically and cherish with prosperity. India Brand Equity Foundation (IBEF) 2018 reported that India has larger number of school going students compared to any other country, and largest network of higher education institutions in the world. Higher education in India monitored by Ministry of Human Resource and Development (MHRD) which is headed by a cabinet-ranked minister. Various autonomous bodies called All India Council for Technical Education (AICTE), University Grant Commission (UGC) and others are under the MHRD regulations and controls academic institutions in India (MHRD 2018). MHRD, National Institutional Ranking Framework (NIRF), has released the 2018 rankings for higher educational institutions for the various categories such as universities, colleges, engineering, management, architecture, medical, law and pharmacy. There are 38 engineering colleges from Tamilnadu in the top 100 NIRF 2018 college lists in India.

II. REVIEW OF LITERATURE

Companies’ act 2013 in India focused a special attention on the businesses, because of the key theme of CSR information which has captured the special attention of the corporates in India. The CSR concepts were changed time to time. The main aim of the business is maximizing the profit and shareholders wealth, if managers who practices the non-profit social activities it diverts the economic efficiency of the business and decreases the owner’s wealth (Fried man 1970). One of the major characteristic of CSR is influenced by external stakeholders concentric i.e., over regulation, legislation, corporate irresponsibility and it is totally a groundless assumption of the shareholders assets considerably leads the destruction of shareholders’ privileges (Lantos2001). The vital social responsibility of the business should use its resources effectively which preludes the profit of the business (Henderson2007).

The question among the researchers is whether the CSR is shareholder oriented or stakeholders oriented. Stakeholders’ influences of the corporation made special attention to concentrate on environmental, social and economic responsibilities.

The stakeholder taught of the CSR focuses maximum of all the internal and external stakeholders those who are affecting by the business. Modern view of CSR literature supports that the corporate not only addresses the well-being of its shareholders and also for its stakeholders it includes shareholders.

The activities of CSR need to focus on maximized the returns (Samy et al., 2010).The theme of CSR highlighted that the business happen at the preference of society and corporate should operate the guidelines set by the society (Bowen1953). A stakeholder group of a business plays an important role of its objectives corporate is not only influenced by the stockholders and also the stakeholders performance (Freeman1994; ISA2012). Good corporate social performance is a pointer of good management skill and low explicit costs (AlexanderandBocholi1978).

Corporate social responsibility has believed a multi-dimensional construct by some of the components they are economical, legal, ethical and discretionary responsibilities (Caroll 2016). The CSR model includes principles, policies and processes (Williamson and Lynch-Wood 2001).

Ethical, altruistic and strategic variables are the important essentials of CSR (Lantos2001). The contemporary CSR model includes market place, workplace, environment and community (CraneandGlozer2016). The 3C variables of CSR model are Consistency, Commitment and Connection (Meehanetal., 2006).
Various CSR intensification exposes the wide spread consideration not only the business organization as well as the majority of management scholars. The standard, principles and applicability of CSR is different in micro and macro environment of an organization (Roome&Dober2009).

Existing literature supported that the actions included in CSR are responsibility towards society, responsibility towards shareholders or employers, responsibility towards employees, responsibility towards legal or law obligations and responsibility towards customers.

Customer Satisfaction is an evaluation extracted by the customer experience through their expectation and it influences a firm’s market value (Hunt 1977). Purchase outcome and products usage and services where buyers compares the cost of purchase and its anticipated consequences (Churchill and Surprenant 1982). The generalized customer is the customer who not only consumes and purchase the products and services they act as a potential member of organizational activities.

In marketing management various studies observed the influences of CSR on Customer Satisfaction, researchers like Sankarsen& Bhattacharya (2006); Mohr et al., (2001); Alam and Rubel (2014); Pomering and Dolnicar (2006); Chung et al., (2015); Johannes Habel et al., (2016); Sridhar and Ganesan (2016); Irshad et al., (2017); Oladimeji et al., (2017); Craig Smith et al., (2018).

III. PROBLEM STATEMENT

Applicability of CSR standards is not same in all the organizations it depend upon the influences of micro and macro environment of the business. CSR is strong in western countries but weak in developing countries because of institution standard and systems (Chapple and Moon 2005; Belal 2007). Every organization is different in implementing CSR activities it’s based upon operating industry and stakeholder demands (Tsoutsara 2004). Some of the industry and firms are always providing additional persistence in CSR activities for show uniqueness from their socially responsible activities from their less responsible colleague companies for gain advantage (Barnet2007).

The CSR activities of higher educational institutions it is neither mandatory nor monitored by any organization in India even though educational universities have adopt various practices which is related to CSR and ethics in their institutions. Hence this study made an effort to explore the association of Corporate Social Responsibility and its influences on Customer Satisfaction among students of private university in Vellore, Tamilnadu.

OBJECTIVES OF THE STUDY

- To develop measures which represent student assessment of Corporate Social Responsibility dimensions and customer satisfaction which links Education sector.
- To assess the influences of CSR on customer satisfaction.
- To prescribe tested CSR model for educational institution.

HYPOTHESES OF THE STUDY

Based on objectives, the framed hypotheses are

H1: There exists positive relationship of CSR dimensions (customers, employer, and employee, environmental, Legal and societal) and Customer Satisfaction.
H1a: There exist positive correlation between customer responsibility dimension of CSR and Customer Satisfaction.
H1b: There exist positive correlation between employee responsibility dimension of CSR and Customer Satisfaction.
H1c: There exist positive correlation between environmental responsibility dimension of CSR and Customer Satisfaction.
H1d: There exist positive correlation between employer responsibility dimension of CSR and Customer Satisfaction.
H1e: There exist positive correlation between societal responsibility dimension of CSR and Customer Satisfaction.

IV. METHODOLOGY

Current study adopted Exploratory Research design. Questionnaire developed for data collection. CSR identified as an independent variable and Customer Satisfaction treated as dependent variable after verifying the existing literature. Totally seven constructs measured using five points Likert scale where one represented “Strongly Disagree” and five represented “Strongly agree”. Demographic variables like Age, course underwent, Gender, Mode of the study also added in questionnaire.

Students were studying final year considered as a population of selected private engineering colleges in Tamilnadu. Target private engineering colleges covered on the basis of quality of information regards extensional and CSR activities. Present study didn’t disclose the name of the engineering colleges and it kept confidential. Convenience sampling method was adopted. Data collection based on students’ availability and interest. After screening the data 351 responses were considered for further analysis out of 361. The questionnaire for the study consisted 50 items which included CSR dimensions and Customer Satisfaction. CSR has six dimensions with 43 items scale and customer satisfaction consisted with seven items scale. In this study, EFA was used to point out group of variables which constitute independent response set. Reliability has checked and Correlation statistical technique was used to test the hypotheses. SPSS software were used for data analysis.

V. DATA ANALYSIS

In the current study, for Latent factors identification Exploratory Factor Analysis (EFA) was employed. The results of sample adequacy and correlation matrix is represented by KMO and Barlett’s test. The result indicated that KMO is 0.799 it represented the sample size adequacy and enough variance. The p value of chi-square statistics for Barlett’s test of Sphericity was 0.000 it has found to be less than five percent level of significance.

To investigate the divisions Principal Component Analysis (PCA) with Varimax rotation has conducted for seven distinct factors with an Eigen value above 1 were considered for all the variables in EFA. From the factor analysis, seven factors F1- legal responsibility, F2- customer responsibility, F3- customer satisfaction, F4- Societal responsibility, F5- Environmental.
responsibility, F6- employee responsibility and F7- employer responsibility are the important constructs (comprises 31 items) that are extracted which cumulatively explains 72.755 percent of the total variance.

The inherent relationships among the variables under each factor, LR represents legal responsibility dimension of CSR, CR represents consumer responsibility dimension of CSR, SoR represents societal responsibility dimensions of CSR, EV represents environmental responsibility dimension of CSR, EM represents employee responsibility dimension of CSR, EP represents employer responsibility dimension of CSR, and CS represents customer satisfaction. The following names have been derived for each factor as shown in table 1.2.

Table No. 1.1 Pattern Matrix showing Factor Loading

| COMPONENT | 1   | 2   | 3   | 4   | 5   | 6   | 7   |
|-----------|-----|-----|-----|-----|-----|-----|-----|
| LR1       | .961|     |     |     |     |     |     |
| LR2       | .952|     |     |     |     |     |     |
| LR3       | .944|     |     |     |     |     |     |
| LR4       | .877|     |     |     |     |     |     |
| LR5       | .869|     |     |     |     |     |     |
| CR1       | .946|     |     |     |     |     |     |
| CR2       | .913|     |     |     |     |     |     |
| CR3       | .896|     |     |     |     |     |     |
| CR4       | .893|     |     |     |     |     |     |
| CR5       | .891|     |     |     |     |     |     |
| CS3       | .838|     |     |     |     |     |     |
| CS4       | .807|     |     |     |     |     |     |
| CS5       | .789|     |     |     |     |     |     |
| CS6       | .781|     |     |     |     |     |     |
| CS7       | .756|     |     |     |     |     |     |
| CS8       | .713|     |     |     |     |     |     |
| SoR3      |     | .850|     |     |     |     |     |
| SoR4      |     | .824|     |     |     |     |     |
| SoR5      |     | .809|     |     |     |     |     |
| SoR6      |     | .775|     |     |     |     |     |
| EV1       |     |     | .832|     |     |     |     |
| EV2       |     |     | .823|     |     |     |     |
| EV3       |     |     | .797|     |     |     |     |
| EV4       |     |     | .791|     |     |     |     |
| EM3       |     |     |     | .827|     |     |     |
| EM1       |     |     |     | .804|     |     |     |
| EM2       |     |     |     | .781|     |     |     |
| EM4       |     |     |     | .759|     |     |     |
| EP2       |     |     |     |     | .836|     |     |
| EP1       |     |     |     |     | .827|     |     |
| EP3       |     |     |     |     | .812|     |     |

Source: Computed Primary Data
### Table No. 1.2 Dimensions Extracted From Factor Analysis

| S.No | ITEM                                                                 | LOADING | FACTOR NAME                      |
|------|----------------------------------------------------------------------|---------|----------------------------------|
| 1    | College implements various strategy for students’ safety             | .946    | CONSUMER RESPONSIBILITY          |
|      | College treats its students in good conscience                       | .913    |                                  |
|      | College maintains procedure for students complaints                  | .896    |                                  |
|      | College involves to know the students’ needs                         | .893    |                                  |
|      | College consider both student satisfaction and long term benefits in its plan and actions | .891    |                                  |
| 2    | College engage in philanthropy and social services                   | .850    | SOCIETAL RESPONSIBILITY          |
|      | College paid special attention to the social activities              | .824    |                                  |
|      | College cares various social welfare programmes                      | .809    |                                  |
|      | College provides employment opportunities to the disadvantaged group | .775    |                                  |
| 3    | College frame strategy to ensure long-term success                   | .836    | EMPLOYER RESPONSIBILITY          |
|      | College concerned to fulfill its obligation to its management/administration | .827    |                                  |
|      | College concentrates economic benefits through its activities         | .812    |                                  |
| 4    | College cares safety of its employees                                | .827    | EMPLOYEE RESPONSIBILITY          |
|      | College offers various programmes to develop its employees           | .804    |                                  |
|      | College treats its employees fairly                                 | .781    |                                  |
|      | College provides various amenities to its employees                  | .759    |                                  |
| 5    | College follows required regulations                                  | .961    | LEGAL RESPONSIBILITY             |
|      | College follows legal regulations time to time                       | .952    |                                  |
|      | College always pay duties regularly and completely                   | .944    |                                  |
|      | College pay special attention on its regulatory bodies               | .877    |                                  |
|      | College always emphasize on legal formalities for better prospect   | .869    |                                  |
| 6    | College communicates in its environmental practices to its customers | .832    | ENVIRONMENTAL RESPONSIBILITY     |
|      | College participates various activities to protect natural environment | .823    |                                  |
|      | College encourages its employees to participate in various natural environment programmes | .797    |                                  |
|      | College reduces its consumption of natural resources                 | .791    |                                  |
|      | Students are satisfied with the college courses and programs         | .838    |                                  |
|      | Students are satisfied with the various facilities provided by the college | .807    |                                  |
|      | Students are satisfied with the communications of college management | .789    |                                  |
Students have satisfied with the education quality | .781  
Students trust the college services       | .756  
My college fulfills ones needs           | .713

**CUSTOMER SATISFACTION**

**Source:** Computed Primary Data

**Demographic Profile of the respondents**

Through survey it was found that there is no major difference in gender of the respondents. The category of Respondents’ age revealed that 82 percentage of the respondents were less than 25 years category and 18 percentage of the respondents were 26-30 years. Of the sample 70 percentage of the respondents are in the category of undergraduate, remaining were postgraduate. 60 percentage were day scholar and 40 percentage were reside at respective hostel rooms.

**Correlation analysis and results**

As Cronbach’s Alpha has gotten in CSR dimensions and customer satisfaction constructs are more than 0.8 which represents internal consistency and reliability. Table 1.3 shows the correlation analysis and results. Correlation or r value of the tested hypotheses shown greater 0.7 which represent strong and positive correlation with the significance value of lesser than 0.05

**Correlation analysis and result**

| S.No | Hypotheses                                                                 | Correlation Or r value | Significance Or P value | Result                  |
|------|----------------------------------------------------------------------------|------------------------|-------------------------|-------------------------|
| 1    | H1a: There exist positive correlation relationship between customer responsibility dimension of CSR and Customer Satisfaction. | 0.767                  | 0.00                    | Accepted                |
|      |                                                                           |                        |                         | Strong and positive correlation |
| 2    | H1b: There exist positive correlation between employee responsibility dimension of CSR and Customer Satisfaction. | 0.763                  | 0.02                    | Accepted                |
|      |                                                                           |                        |                         | Strong and positive correlation |
| 3    | H1c: There exist positive correlation between environmental responsibility dimension of CSR and Customer Satisfaction. | 0.787                  | 0.00                    | Accepted                |
|      |                                                                           |                        |                         | Strong and positive correlation |
| 4    | H1d: There exist positive correlation between legal responsibility and customer satisfaction. | 0.711                  | 0.00                    | Accepted                |
|      |                                                                           |                        |                         | Strong and positive correlation |
| 5    | H1e: There exist positive correlation between societal responsibility dimension of CSR and Customer Satisfaction. | 0.732                  | 0.00                    | Accepted                |
|      |                                                                           |                        |                         | Strong and positive correlation |
| 6    | H1f: There exist positive correlation between societal responsibility dimension of CSR and Customer Satisfaction. | 0.784                  | 0.00                    | Accepted                |
|      |                                                                           |                        |                         | Strong and positive correlation |

**VI. CONCLUSION AND LIMITATION**

The results of this study can be used by policy makers of the engineering colleges which can help positioning their institution as a well-known institution by managing social risk and performing strategies through socially responsible activities. Some limitations should be taken into considerations, this research used the convenient samples among students of the selected private university to develop the scales so the scales may not be generalized to general business environment. This study has taken step to measure CSR scales for educational institutions. The result of the study indicated that there exists positive relationship of CSR dimensions (customers, employer, and employee, environmental, Legal and societal) and Customer Satisfaction. For future studies, researchers can...
Conduct the same in different higher educational institutions like medical colleges, arts and science colleges...etc will offer some important implications.

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enterprise in 2014, impact of social network on employee Productivity in 2015 and Managing Human Resource in an Organisisation and a study on workers relationship with management in a Weaving Industry. She is also a recipient of a lot of honors as best teacher, best paper presenter in conferences and also research awards continuously for more than 7 years. She is a recipient of senior woman Educator and Scholar Award from National foundation of entrepreneurship development, Coimbatore on 8th March 2014. She is also a recipient of an Award on the International women's day for the contribution made to Science and Engineering in VIT, University, Vellore on 9th March 2015. Guided more than 500 projects in MBA and other mini projects of Interest. Completed a consultancy project for ITCOT in 1999 and As a single individual organized an AICTE Staff development program for other engineering colleges in Tamilnadu which was sponsored by AICTE in 2004. Yet another achievement, at a very young age she also served as the head of the department for in the Department of Management studies in Vellore Institute of Technology in the academic year 2004-2005. She had delivered more than 72 Guest lectures and also presided as a resource person for UGC Sponsored conference and other national conferences. She has visited countries Malaysia and Singapore in 1993.