

# Analysis on Consumer Social Responsibility in Today's World

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## ABSTRACT

Corporate Social Responsibility (CSR) is most debated topics in the academic and expert business writing, being broke down in a bunch of viewpoints, from reasoning, to promoting, administration rehearse, administrative procedures or monetary effect. Customer Social Responsibility is a current idea impacting the customer conduct. Late proof recommending customers don't pull their own particular weight with regards to moral consumerism implies that it can be to some degree a pyrrhic triumph for organizations trying to spruce up their social accreditations. We talk about the degree to which an onus lies with shoppers to enable partnerships to roll out solid improvements in social obligation by adhering to their side of the deal. The variables developed through examination were natural, moral, wellbeing, lawful and social.

**Keywords:** Consumer social responsibility, Consumer behavior, Social and environmental issues.

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## 1. INTRODUCTION

Consumers have a dual role as economic actors who purchase products and as citizens comprising society. Thus, consumers may experience conflict between pursuing personal values (i.e., low price and high quality) and social values (i.e., equity and common good). There have always been discussions on different dimensions which influence the consumer purchasing and promotion of the products. These dimensions are quality, price, availability, convenience, and sustainable production. Market has witnessed the increased concern about health, human rights and environment protection in the field of consumerism so that research may increased in the area of consumer social responsibility. In present scenario, it has become a need of the organizations to promote consumer social responsibility to fulfill the need of corporate social responsibility [1].

Consumer behavior is the study of individuals, groups, organizations and process which may be oriented towards selecting, using and disposing of products or services to satisfy their needs [6]. Fundamental individual behavior is the presence of an obvious or non-obvious attitude in each area. So that desire to act, which is an important element in people's attitude, can be discussed to explain and forecast the individual behaviors. An individual intention for a particular behavior is an evidence of person's inclination for that behavior.

People's social responsibility for consumption is related to their values, goals and activities which can reflect environmental, legal, cultural, legal and ethical fundamentals. The consumers are more aware towards health and environmental issues which are considered by in production by the companies. Being an ethical consumer means "buying those products that are not harmful to the environment and society" [2]. The products which are produced and distributed considering sustainability, human rights, labor and environmental conditions are known as ethically acceptable [3].

The organizations are applying for corporate social responsibility (CSR) so that consumers would emotionally connect with a responsibility to use their 'purchase votes' to influence the positive social outcomes [4]. Many researchers have been limited on the fact that responsibility is a subjectively recognized trait of dominant consumers and consumers are having high level of responsibility which they can express as their preferences for the products that are manufactured for social benefits or having features of CSR, thus drawing new products and services through the 'market for virtue' to develop patterns of socially responsible production and consumption. Focus of consumer social responsibility is on those people who are concerned about the effects of their purchasing choices not only on themselves but also on external world around them [5].

## **2. LITERATURE REVIEW**

Academic literature and financial reports show a direct relationship between a company size and its CSR budget, therefore some conclusions have been taken that CSR is effective mostly in cases of big budgets and, consequently, of big companies. Academic research also tends to favor large corporations. Most of the literature on CSR is dedicated to large companies. Nevertheless, in the past decade, increasingly more studies have investigated the social responsibility assumed by other types of companies (such as SMEs), by public institutions or by nonprofit organizations.

Our present literature analysis based on structured academic literature review (comprehensive selection of relevant international papers and content analysis) demonstrates that CSR should go beyond the classical understanding of the 'corporation' concept and that it should be tailored to SMEs as well. Innovation and top management support are the drivers of effective CSR adoption by SMEs, for positive results meeting specific business model requirements, as well as for society. Going beyond social responsibility as a philosophical duty, correctly tailored CSR strategies can be efficient for small and medium enterprises in meeting strategic business objectives. Keywords: SMEs, CSR, the size of the company, the impact of CSR, literature review.

Social responsibility is a function of a system to interpret the reality which controls the individual's relationships with the physical and social environment, and regulates their behaviors and practices [7]. Socially conscious consumer is the consumer who thinks about impact of his personal consumption on other people and tries to bring social change [8].

In like manner, having delimited and acknowledged the idea of CSR, it is intriguing to test whether the measurements appended to the authoritative idea could be meant people. To be sure, a few creators have demonstrated that what is intriguing about the ascent of CSR, and the exchanges around the idea of common society, is the degree to which it skirts totally the pretended by the ordinary individual as a specialist, purchaser, or basically intrigued or uninterested observer (Devinney et al., 2006).

Roberts [9] characterized socially mindful purchaser as the person who purchases just those items and administrations which have a constructive (or more positive) impact on the earth or who underpins business which can cause constructive social change. The definition considers both social and natural worries in dependable buying.

Mohr, Webb and Harris [10] characterized conduct of a socially mindful customer as a man's procurement, utilization, and means of items on a want to limit or expel any hurtful impacts and amplify the long run gainful effect on society. Robert [11] built up a size of 40 things to quantify conduct of socially capable shoppers based on two measurements in particular social and natural. Purchasers esteem particular social qualities of various items [12].

Shoppers get data about the development of market of worldwide items through the worldwide media. Thus, shoppers have a chance to show signs of improvement data about items and services. This powers the association to change the quality, range and imaginativeness of the items and administrations which they offer and think about the social and natural perspectives while creating and advertising [13].

Webb, Mohr and Harris [14] built up a multi-dimensional socially dependable buy and transfer scale which depended on individuals conceptualization for socially mindful purchasing conduct. The investigation took the measurements like client acquiring in light of firms' CSR execution, reusing and utilization of condition agreeable items.

The socially dependable obtaining can be examined through eight sorts of conduct of buyers towards citizenship, security of condition, reusing, fertilizing the soil, neighborhood utilization, creature assurance, de-utilization and feasible transportation [15].

A relationship that could be drawn amongst CSR and size of the organization is connected with the perceivability of the organization – including pulling in light of a legitimate concern for progressively and assorted partners (Peloza, 2006, p.64). In this way, bigger organizations have a tendency to be more mindful to CSR and to receive CSR standards all the more regularly (Tsoutsoura, 2004, p.12). The measure of the organization could be connected with the quantity of individuals that may be associated with CSR. Particularly master dynamic CSR includes additional time and distinctive kinds of assets to be predictable [16].

The investigation of Torugsa, O'Donohue, and Hecker (2012) demonstrates a positive relationship between association's size, on one hand, and the appropriation of professional dynamic CSR and money related execution, then again. Inclusion of individuals may be additionally extraordinary, in connection to the measure of the organization. Extensive organizations

have formal CSR structures, methods, and assignment portion. SMEs have a tendency to be more adaptable, could be casual and the CSR plan is drawn with a solid contribution from the workers (Baumann-Pauly et al., 2013) [16].

All the more capable and rich associations, such is for the most part the instance of extensive companies, likewise can stand to put more in social fields. The investigation of Scholtens (2008, pp.50-51) demonstrates that monetary returns emphatically impact the social qualities, instead of the a different way. This is in accordance with the perception that if CSR is expensive/fiscally powerful, for what reason do, not all organizations get included – the clarification of Pava and Krausz (1996, p.331) being that not all organizations manage the cost of the expenses related with proactive CSR [17].

One of the advantages partners with CSR is an upper hand. In any case, for SMEs this result is still to be talked about, having at the top of the priority list on one hand that SMEs are viewed as more open to proactive CSR particularly due to less formal CSR and less accessible assets, and then again that SMEs could be more adaptable and have focal points vast organizations don't have (Torugsa, O'Donohue and Hecker, 2012) [18].

### **3. DIMENSIONS OF CSR**

Adoption of a positive attitude can motivate consumers to move towards for the fulfillment of consumer social responsibilities. On the basis of literature analysis, it can be said that consumer social responsibility is made of five dimensions which include [19]:

1. **Cultural Dimension:** This dimension includes 10 factors which gets oriented through social, economic and cultural development towards consumer's social responsibility. The consumers like to buy those items which are considered good as per the cultural dimensions [20].
2. **Environmental Dimension:** It includes 7 items which is a combination of different environmental factors. Consumers give attention to the environmental aspects while they make purchase decisions. Consumers prefer those items which can be recycled and do not have harmful effects on environment [21].
3. **Health Dimension:** This dimension includes 10 factors which have direct or indirect relations with respect to impact of industrial activities on community and consumer's health [22].
4. **Legal Dimension:** This dimension consists of 3 factors that are related to work as per the legal framework prevailing in the society. Involvement of firms in legal framework helps them to attract consumers for the purchase of their products [23].
5. **Ethical Dimension:** This includes 5 factors which focus on charity issue, employment of people with special inabilities and dealing with work environment in industry [20].

### **CONCLUSION**

The study of literature indicated that consumers think about natural, social, moral, wellbeing and legitimate variables amid their purchasing. Basic leadership connected to ecological stewardship, moral esteems, stringent consistence with lawful prerequisites and regard for groups and the earth in totality. Consequently administrators ought to build up those systems at all level of generation and advancement with regards to these variables to pick up purchaser's trust.

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