



Customer's Perception Towards Corporate Social Responsibility (CSR) - A Case Study of Reliance Life Insurance

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ABSTRACT

Last decade has seen a remarkable change and upgrade in the way companies look and invest in corporate social responsibilities that they owe towards the society and the nation as a whole. CSR activities are those efforts undertaken by corporates to give back to the society as a whole from which they earn and become successful. This study aims in finding out how significant CSR activities are in making the customers' perception towards a company with the overview of customers of Reliance Life Insurance. This study also intends to seek and show how a company can change customers' perception towards its products and services by widening the scope of their CSR activities. Interview of Human Resource senior Official and 80 other customers were undertaken to complete this study. The findings of the study suggest that there is a significant rise in the business performances and a very positive customer perception towards Reliance Life Insurance through the conduction of CSR activities. Customers being aware are assertively looking forward to deal with companies that are active in CSR actions.

Keywords: Corporate Social Responsibility (CSR); Customer Perception; Rise in Business Performances etc.

1. INTRODUCTION

Under the Companies Act, 2013, any company having a net worth of rupees 500 crore or more or a turnover of rupees 1,000 crore or more or a net profit of rupees 5 crore or more should mandatorily spend 2% of their net profits per fiscal on CSR activities. Corporate Social Responsibility (CSR) refers to the initiatives an individual corporate entity undertakes as an extra effort for the welfare of the society, environment as a whole. This initiative is a kind of gratitude shown by the corporates towards the society from whom they earn wholesome profits.

These CSR activities not only help in building a brand name but also makes one a good employer and an employee. Many kinds of CSR activities are undertaken by the corporates nowadays, which consists of bringing up a school, houses, old age home, orphanage, building up a hospital at a needy place, free medical camps, vocational courses for the generation of employment, distribution of free computers and other necessities to the underprivileged ones, heavy donations and charity to child care centres etc. Thus it could be regarded that there is no limit for CSR, an individual corporate has to choose a way to give back to society and being thankful to it.

Corporate Social Responsibility (CSR) refers to the initiatives an individual corporate entity undertakes as an extra effort for the welfare of the society, environment as a whole. This initiative is a kind of gratitude shown by the corporates towards the society from whom they earn wholesome profits. These CSR activities not only help in building a brand name but also makes one a good employer and an employee. Many kinds of CSR activities are undertaken by the corporates nowadays, which consists of bringing up a school, houses, old age home, orphanage, building up a hospital at a needy place, free medical camps, vocational courses for the generation of employment, distribution of free computers and other necessities to the underprivileged ones, heavy donations and charity to child care centers etc.

Today Indian companies are facing competition from multinationals who are offering identical services in their own backyard. One of the way through which Indian companies can face this competition is just by widening the CSR activities of their firms. Thus there is a significant rise in the need of CSR performances in India. The range of culture, language and environment can only be crossed with being proficient and ahead with Corporate Social Responsibilities.

Professionals nowadays need to be proactive and have an open communication among the colleagues in the organisation about CSR. With the boom of international trade and outsourcing business, many professionals have to regularly highlight with the clients within and outside the border about their initiatives towards the welfare of the society.

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. Proponents argue that corporations increase long-term profits by operating with a CSR perspective, while critics argue that CSR distracts from businesses' economic role. A 2000 study compared existing econometric studies of the relationship between social and financial performance, concluding that the contradictory results of previous studies reporting positive, negative, and neutral financial impact, were due to flawed empirical analysis and claimed when the study is properly specified, CSR has a neutral impact on financial outcomes.

Critics questioned the "lofty" and sometimes "unrealistic expectations" in CSR or that CSR is merely window-dressing, or an attempt to pre-empt the role of governments as a watchdog over powerful multinational corporations.

Political sociologists became interested in CSR in the context of theories of globalization, neoliberals and late capitalism. Some sociologists viewed CSR as a form of capitalist legitimacy and in particular point out that what began as a social movement against uninhibited corporate power was transformed by corporations into a 'business model' and a 'risk management' device, often with questionable results.

CSR is titled to aid an organization's mission as well as a guide to what the company stands for its consumers. Business ethics is the part of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the triple bottom line (TBL). It is widely accepted that CSR adheres to similar principles, but with no formal act of legislation.

1. 2. Customer Perception

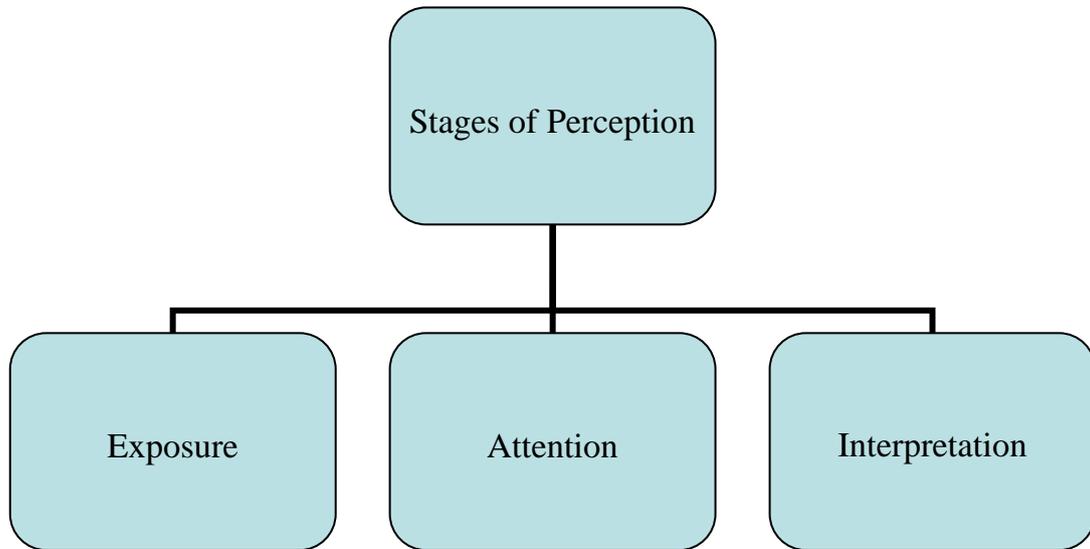
Merchants aim to increase their sales by determining what drives their customers' purchase decisions. Consumer perception theory attempts to explain consumer behavior by analyzing motivations for buying -- or not buying -- particular items. Three areas of consumer perception theory relate to consumer perception theory: self perception, price perception and perception of a benefit to quality of life.

A sales and marketing overview that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings is termed as customer perception. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Customer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product. It is a three stage process that translates raw stimuli into meaningful information.

Most consumers agree that while achieving business targets, companies should do CSR at the same time. Most consumers believe companies doing charity will receive a positive response. Somerville also found that consumers are loyal and willing to spend more on retailers that support charity. Consumers also believe that retailers selling local products will gain loyalty. Smith shares the belief that marketing local products will gain consumer trust. However, environmental efforts are receiving negative views given the belief that this would affect customer service. Oppewal found that not all CSR activities are attractive to consumers. They recommended that retailers focus on one activity. Becker-Olsen found that if the social initiative done by the company is not aligned with other company goals it will have a negative impact. Groza also emphasize the importance of reaching the consumer.

Each individual interprets the meaning of stimulus in a manner consistent with his/her own unique biases, needs and expectations. Three stages of perception are exposure, attention and interpretation. In simpler terms, it is how a customer see's a particular brand with whatever he or she has been able to understand by watching the products, its promotions, feedback etc. It is the image of that particular brand in the mind of the customer.



The three stages of perception are as follows:

- **Exposure;** for the formation of perception, it is absolutely necessary for a person to get exposure to a certain thing or material. This forms the first stage of perception formation.
- **Attention;** after an individual gets exposed to a certain thing or material, it is very obvious that he is going to pay attention to the same. Now it depends upon an individual's perception or experience to have that attention last long or not. This forms the second stage of the perception formation.
- **Interpretation;** the third stage of perception formation is interpretation. In this an individual, calculates and interprets the thing or the material that is being exposed at him and makes his calculation and interprets it as per his experiences.

2. OVERVIEW OF RELIANCE LIFE INSURANCE

Reliance Life Insurance is amongst the top 5 private sector life insurance companies in terms of individual WRP (weighted received premium) and new business WRP. The company is by far the largest non-bank promoted private life insurer with over 10 million policy holders, a strong distribution network of over 900 branches and over 1,00,000 advisors as on March 31, 2014.

Rated amongst the Top 2 Most Trusted Private Life Insurance Service Brands by Brand Equity-Nielsen Most Trusted Brands Survey 2014, the company's vision is "To be a company people are proud of, trust in and grow with; providing financial independence to every life we touch." With this in mind, Reliance Life caters to five distinct segments, namely Protection, Child, Retirement, Saving & investment and Health; for individuals as well as Groups/corporate entities.

Reliance Life Insurance is a part of Reliance Capital of the Reliance Group. Reliance Capital is one of India's leading private sector financial services companies, and ranks among the top private sector financial services and non-banking companies, in terms of net worth.

Reliance Capital has interests in asset management and mutual funds, stock broking, life & general insurance, proprietary investments, private equity and other activities in financial services.

Nippon Life Insurance Company acquired 26% interest in equity share capital of the Company effective October 7, 2011 subsequent to receipt of all regulatory approval. Nippon Life Insurance, also called Nissay, with 28% market share is Japan's largest private life insurer with revenues of Rs. 406,502 crore (US\$ 66 Billion) and profits of over Rs. 31,145 crore (US\$ 5 billion).

The Company has over 21 million policies in Japan, offers a wide range of products, including individual and group life and annuity policies through various distribution channels and mainly uses face-to-face sales channel for its traditional insurance products. The company primarily operated in Japan, North America, Europe and Asia and is headquartered in Osaka, Japan. It is ranked 86th in Global Fortune 500 firms in 2013.

Vision of Reliance Life Insurance

“To be a company people are proud of, trust in and grow with; providing financial independence to every life we touch”

Products of Reliance Life Insurance

- Protection Plans
- Saving and Investment plans
- Retirement plans
- Unit Linked plans (ULIP)
- Child plans
- Health plans
- Solution for groups

Reliance Online Term

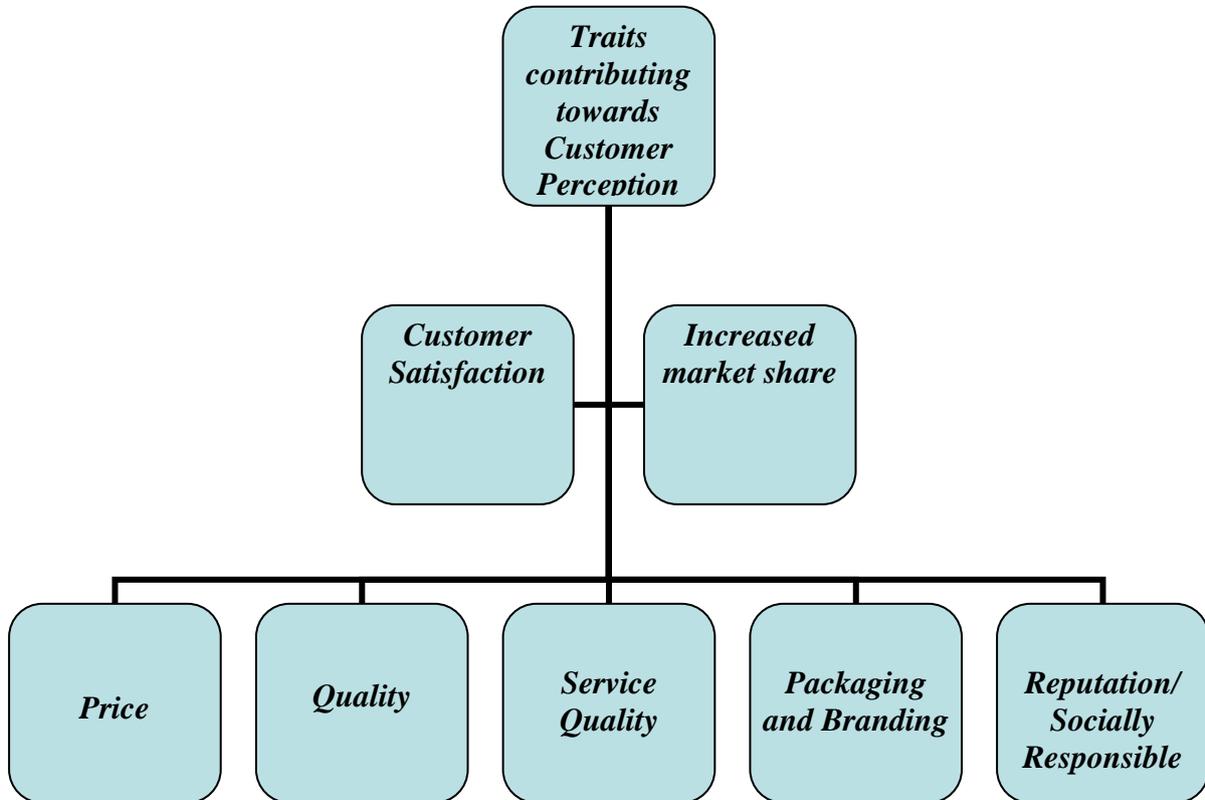
Reliance Online Term is an ideal plan for today's generation. It provides a large cover at an affordable rate along with the convenience of completely buying it online in just a few clicks. Even the medical tests can happen at your home.

It allows the following benefits:

- Get comprehensive life protection at an affordable cost.
- Get adequate cover based on life-stage & liabilities.
- Protect your family against unforeseen circumstances.

3. TRAITS CONTRIBUTING TOWARDS CUSTOMER PERCEPTION

Although a consumer's perception of a product or service is partially based on his actual experience with the good, a significant amount of research suggests that a consumer's view of a product is also conditioned by a variety of other factors. From very concrete factors of price and quality to less tangible factors such a consumer's view of the manufacturer's reputation, experience with service and the quality of packaging and branding, determine a consumer's perception of goods and services.



Let us discuss the above mentioned factors in detail:

- **Customer satisfaction:**

Customer satisfaction is the sine quo non for any company to prosper and reach the success heights. If the product or services offered by the company provides satisfaction to the needs of the customers, then the company's product will be an instant hit and will possess a long and healthy life cycle and thus affecting the factors that attracts customers on a whole.

- **Increased Market Share:**

Customers mostly believe in mouth to mouth promotion. When one of the customer responses positively about a particular product or a service, there are major chances of getting that product or service bought by other people too. This is because we spend on things that assure results and this is the reason why such companies selling great product or services enjoy huge market share.

- **Price:**

Price has a complex effect on consumer perception. On the one hand, consumers appreciate a bargain and are often likely to favor an economically-priced item. On the other, consumers often perceive very inexpensive items as cheap and discardable. Especially sophisticated or skeptical consumers are even prone to distrust a product that is considerably cheaper than the alternatives. As a result, price should be part of a comprehensive marketing plan, where even inexpensive products are depicted as favorable alternatives.

- **Quality:**

Of course, the actual quality of a product is a vital part of a consumer's perception of a good or service. Quality can describe any attribute in a set of characteristics that satisfy or disappoint a consumer, including usability, reliability and durability. Marketing can influence a consumer's perception of quality, but, in the end, a consumer's actual experience with a product will determine his perception of quality.

- **Service Quality:**

Even in the case of goods that exhibit numerous flaws, excellent service quality can often overshadow a negative experience with the product itself. If a consumer feels that he receives exceptional attention when encountering a problem with a product, that consumer is somewhat more likely to trust the brand or product knowing that the manufacturer or retailer provides a prompt and effective response to problems.

- **Packaging and Branding:**

Packaging and branding have a huge effect on consumer perceptions, particularly at the point of purchase. Especially when a consumers' are purchasing a type of product for the first time, the way the product is presented can wholly determine their perception of the item. Packaging and branding, of course, cover everything from the attractiveness and display quality of an item to the attributes of a product the manufacturer chooses to highlight.

- **Socially responsible/Reputation:**

A company is socially responsible, that is works for the benefit of the society and environment as a whole. It shows gratitude of the company towards the people and society from whom it earned numerous amount of profit. Thus customers' perception is largely affected when company works fro the well being and welfare of the society and spends money in the causes like building old age homes, orphanages, distribution of food and house to needy etc. It definitely adds up to the reputation of the company and its products and services in the minds of the customers.

4. IMPACTS OF CSR ACTIVITIES OF RELIANCE LIFE INSURANCE IN MAKING CUSTOMERS' PERCEPTION TOWARDS THE COMPANY

Reliance Life Insurance undertakes its CSR initiatives with an objective to bring about effective change as a Responsible Corporate Citizen. Through various CSR initiatives, Company intends to create the conditions of the people from the underprivileged sections of the society by facilitating them with education, adequate health care services and contributing towards making their lives better.

Reliance Life Insurance works for the environment by initiating the plantation drive, road and surrounding cleanliness, creating awareness about hygiene and other healthy habits among children and adults etc.

The above mentioned CSR initiatives were undertaken at a corporate level. Though locally at every branch level, the CSR initiatives differ are undertaken especially wherever the need is sensitized. Senior Officials of Reliance Life Insurance states that the CSR activities influence the Brand of the company highly at the local level and national level.

1. The company utilizes various media communications like radio, newspapers, and journals to create awareness about the CSR activities undertaken by the company on a local level.
2. It is true that CSR is a way to give back to the society and also with its promotion; the company gets a remembrance in the minds of the prospective customers.

Thus, there has been a constant change in the lives of the people generally getting benefited with the CSR activities of Reliance Life Insurance.

5. REVIEW OF LITERATURE

Though the subject “Corporate Social Responsibility” is wisely new, but a large amount of research and other contributions have been made in this field. The number researchers and scholars have given a lot of input towards the topic of this study which have been very well incorporated in this study. India has one of the richest traditions of Corporate Social Responsibility. Much has been done in recent years to make Indian Entrepreneurs aware of social responsibility as an important segment of their business activity. Corporates are in line with their attitudes towards mainstream business companies setting clear objectives, undertaking potential investments, measuring and reporting performance publicly.

The latest norms and policies introduced by government and industries itself in every insurance sector domain which have assessed as a faction by several researchers on this subject have been taken in account in this study. The present research study would be in continuation of the research studies undertaken so far. There have been certain noted contributions in the field of CSR and brand building so far. Most of them have been done as a part of scholastic research work in universities India and abroad. Some of the noted contributions to the CSR and brand building fields are given below.

1. **Imran Ali, Kashif Ur Rehman, Ayse Kucuk Yilmaz, Sajid Jawaria, Fatima Ali (April 2010)**, the authors speaks that conflicting results were found regarding effects of corporate social responsibility on consumer behavior. The purpose of this study is to investigate the effects of product/service quality and consumer satisfaction along with corporate social responsibility actions on consumer purchase intentions and further on consumer loyalty. This was an exploratory research based on primary and secondary data with some experimentation to manipulate respondents’ attitude towards organization and its corporate social responsibility actions. The study found no relationship between awareness of corporate social responsibility activities and consumer purchase intention. Moreover the study noted no relationship between consumer satisfaction and purchase intentions and purchase intention and consumer retention for cellular industry of Pakistan. [1]

2. **Imran Ali, Kashif Ur Rehman, Syed Irshad Ali, Jamil Yousaf and Maria Zia (4 October, 2010)**, the authors speak that Corporate Social Responsibility (CSR) refers to the task of reducing the uncertainty. In a risk society, CSR is a stabilizing force, preventing the occurrence and expansion of risk. The main purpose of this research is to discuss the relationship between corporate social responsibility (CSR) and corporate image in the risk society, especially the electromagnetic fields that are produced by the mobile telecommunication industry. Sampling was conducted via the internet and paper. A total of 1154 samples were collected. This study probes the relationship between CSR and corporate image. The results show that perceptions of risk in the context of corporate social responsibility (CSR) and corporate product image (CPI) lead to expectations that are the opposite of the results presented in this investigation: when the degree of perceived risk is higher, CSR has a more positive effect on CPI. [2]

3. **Renu Arora, Richa Garg (March 2013)**, the authors state that in spite of having such good glorious examples; in India CSR is in a very much budding stage. The purpose of this study is to find out the issues and challenges of CSR in India. Different news articles, Books and Web were used which were enumerated and recorded. It is found that a lack of understanding, inadequately trained personnel, coverage, policy etc. further adds to the reach and effectiveness of CSR programs. Available secondary data was extensively used for the study. The study shows that Transparency and dialogue can help to make a business appear more trustworthy, and push up the standards of other organizations at the same time. [3]

4. **Nilesh R. Berad (March 28-30, 2011)**, the author states and introduces how the businesses houses started realizing that they would have to rise over and above the profitability and take care of all those associated with their survival in the society directly or indirectly. This realization resulted into the concept of Corporate Social Responsibility (CSR). The purpose of this research paper moves around developing an understanding about the corporate social responsibility (CSR), delving into its concept and finding out its scope taking the case study of the TATA Group. A deep study was undertaken to research the TATA group. The paper finds out how the sense of responsibility towards the upliftment of common masses and protection of the environment and development of the nation. The paper results in saying that corporates have to look beyond profits to make their presence felt as a societal figure. [4]

5. **Debabrata Chatterjee (December 2010)**, the author speaks about analyzing the corporate governance (CG) practices of three prominent Indian firms, based on four parameters namely, 'Approach to Corporate Governance', 'Governance Structure and Practices', 'Board Committees' and corporate social Responsibility Activities. The methodology used in the study is based on three companies, namely ITC Ltd., Reliance Industries Ltd, and Infosys Technologies Ltd., were chosen, as they represent different ownership and control patterns among the private sector companies. The findings and results of this study are though the CG practices are exemplary, there exist differences in the way the companies adopt the CG practices. [5]

6. **Kuang-Hui Chiu, Chien-Lung Hsu (2010)**, the authors analyze the multifaceted influence of CSR on employee's organizational commitment and organizational performance. The purpose of this study is to describe CSR's effects on corporate financial performance and

consumer's behavior towards CSR. The study uses exploratory approach; primary data is collected from 371 professionals working in different sectors of Pakistan. The study found significantly positive relationship between CSR actions and employee organizational commitment. The outcome of this research is that CSR enhances employee's organizational commitment and improves organizational performance. [6]

7. **Monika Hartmann (2011)**, the author opines that Corporate social responsibility (CSR) is of high relevance for food companies. The purpose of this study is to understand that food sector has a strong impact and a high dependence on the economy, the environment and on society. The secondary data collection of several firms was taken into account for the research purpose. The study finds that CSR's threats and opportunities are increasingly shifting from the single-firm level to food supply chains and food networks. This study induces substantial challenges for the future due to firm heterogeneity and the associated diversity in CSR approaches. [7]

8. **Roland Be'Nabou and Jean Tirole (2010)**, the author states that society's demands for individual and corporate social responsibility as alternative responses to market distributive failures are becoming increasingly prominent. The purpose of this study is to draw on recent developments in the psychology and economics of pro social behavior to shed light on this trend and the underlying mix of motivations. Data collection was undertaken by linking individual concerns to corporate social responsibility, contrasting three possible understandings of the term: firms' adoption of a more long-term perspective. The study found that the delegated exercise of pro social behavior on behalf of stakeholders created insider-initiated corporate philanthropy. The paper discusses the benefits, costs and limits of socially responsible behavior as a means to further societal goals. [8]

9. **Shirley Yeung (2011)**, the author speaks that banking sector has a major chance of winning the awards in CSR activities. The purpose of this study is to explore the perception of respondents on corporate social responsibility (CSR) and banking practice of major banks in Hong Kong. This paper reviews literatures on management, quality management, banking industries, and CSR activities. Data was gathered via questionnaires from banking/ finance practitioners and academics in Hong Kong, the US and Scotland. This study finds that banking managers understand what should be done for the benefit of customers and the community for sustainability. This research results in opening a future research area for the academic community to understand the key elements of a CSR framework. [9]

10. **Wanyama James Wafula (2012)**, the author discusses the global perspective of social responsibility, and how it is applied in different organisations. The purpose of this study is to discuss on how the concept of Corporate Social Responsibility is perceived in developing countries. This study has analyzed the activities of a few selected companies in Kenya to help in understanding the impact of Corporate Social Responsibility on their performance. It is found that Corporations will be regarded as good citizens if they adopt ethical practices which are in accordance with the accepted society norms. This study provides an insight into the emerging challenges facing Corporate Social Responsibility and the recommendations for stakeholder's implementation to achieve sustainable growth. [10]

11. **Nada K. Kakabadse, Cécile Rozuel, Linda Lee-Davies (2005)**, the authors emphasizes that Corporate Social Responsibility (CSR) and the notion of a stakeholder approach are pivotal concepts when examining the role of business in society. The purpose of this study is to understand the relationship between stakeholders and CSR. This study finds that the existing research on CSR, since past 50 years identifies key characteristics defining the concept of CSR this shows that there is a huge relationship between CSR and Stakeholders approach. [8]

12. **Hazoor Muhammad Sabir, Masood Nawaz Kalyar, Bashir Ahmed, Hammad Raza Zaidi (Feb 2012)**, the authors says that links between CSR's drivers (strategic planning, firm culture) and corporate social responsibility (CSR) have seen little or no empirical verification, particularly in South Asia. The present study aims to test two antecedents if they contribute in shaping firms' CSR. Data were collected from CEOs of eight hundred randomly selected organizations in Pakistan, with 21.5% response rate. Results from hierarchical regression indicate that formal strategic planning and firm's humanistic culture, over and above the impact of formal strategic planning, are linked positively with CSR. [10]

6. RESEARCH METHODOLOGY

6. 1. Objectives of the Study

- To study the Corporate Social Responsibility activities performed by Reliance Life Insurance.
- To analyze how CSR activities have created a brand for Reliance Life Insurance..
- To analyze the popularity level among the customers of CSR activities performed by Reliance Life Insurance.
- To analyze the overall business performances of Reliance Life Insurance after its successful completion of CSR activities.

6. 2. Hypothesis of the Study

- Reliance Life Insurance undertakes CSR activities as a part of its mission, vision and goals.
- Performance of CSR activities by Reliance Life Insurance has created a brand name and positive brand image in the minds of its customers.
- The popularity level of Reliance Life Insurance has increased manifold after its initiatives in the CSR activities.
- Performance of CSR activities attracts new customers and favors for a positive attitude towards the company.
- The overall business performance of Reliance Life Insurance has increased and developed with the performance of CSR activities.

6. 3. Sampling Plan

- Target Group (Customers of Reliance Life Insurance Bhopal Region)
- Sample Size: 80 customers (policyholders) of Reliance Life Insurance.

- Research Approach: Survey (Primary data is collected through self-structured questionnaire)

7. QUESTIONNAIRE

1. Are you aware of the term “Corporate Social Responsibility” (CSR)?

Sr. No.	Opinion	Respondents	%
1	Strongly agree	30	38
2	Agree	27	34
3	Not sure	12	15
4	Disagree	6	07
5	Strongly disagree	5	06
Total		80	100

$$\chi^2 = 34.62$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the awareness about the term CSR (Corporate Social Responsibility) in customers, they have come up with different viewpoints. Around 72 % of the customers are aware of the term CSR, out of which 34% of customers were agree but not strongly agree as other 38% of customers responded to the question. Around 13 % of the customers answer in against of the statement. Only 12% of the customers are not sure whether they are aware of the term CSR or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 34.62$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

2. Compulsion to perform CSR activity for an insurance company is appropriate.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	31	38
2	Agree	25	32
3	Not sure	10	12
4	Disagree	9	12
5	Strongly disagree	5	06
Total		80	100

$$\chi^2 = 41.13$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding compulsion to perform CSR activity for an insurance company is appropriate; the customers have come up with different viewpoints. Around 70 % of the customers opine that insurance companies should compulsorily perform CSR activities, out of which 32% of customers were agree but not strongly agree as other 38% of customers responded to the question. Around 18 % of the customers answer in against of the statement. And 12% of the customers are not sure whether the companies should perform CSR activities or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 41.13$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

3. Your insurance company is active in performing Corporate Social Responsibility (CSR) Activities.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	42	52
2	Agree	23	29
3	Not sure	8	10
4	Disagree	5	6
5	Strongly disagree	2	3
Total		80	100

$\chi^2 = 63.81$

$df = 4$

$\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding the insurance company is active in performing CSR activities; the customers have come up with different viewpoints. Around 81 % of the customers opines that their insurance company is active in performing CSR activities, out of which 29% of customers were agree but not strongly agree as other 52% of customers responded to the question. Around 9 % of the customers answer in against of the statement. And 10% of the customers are not sure whether their insurance company performs CSR activities or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 63.81$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

4. Your insurance company is really serious in performing CSR activities.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	44	55
2	Agree	18	22

3	Not sure	11	14
4	Disagree	5	6
5	Strongly disagree	2	3
Total		80	100

$$\chi^2 = 78.06$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the insurance company performs CSR activities on a regular basis; the customers have come up with different viewpoints. Around 82 % of the customers opine that their insurance company is really serious, out of which 22% of customers agree but not strongly agree as other 55% of customers responded to the question. Around 9 % of the customers answer in against of the statement. And 14% of the customers are not sure whether their insurance company performs CSR seriously or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 78.06$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

5. Your insurance company performs CSR activities on a regular basis.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	34	42
2	Agree	19	23
3	Not sure	19	24
4	Disagree	8	10
5	Strongly disagree	0	0
Total		80	100

$$\chi^2 = 38.37$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the insurance company performs CSR activities on a regular basis; the customers have come up with different viewpoints. Around 65 % of the customers opine that their insurance company performs CSR activities on a regular basis, out of which 23% of customers agree but not strongly agree as other 42% of customers responded to the question. Around 10 % of the customers answer in against of the statement. And 24% of the customers are not sure whether their insurance company performs CSR activities on a regular basis. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 38.37$) so it is significantly

different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

6. There is a linkage between CSR activities and Brand Building of insurance company.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	44	55
2	Agree	18	22
3	Not sure	11	14
4	Disagree	5	6
5	Strongly disagree	2	3
Total		80	100

$$\chi^2 = 78.06$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the linkage between CSR activities and Brand Building; the customers have come up with different viewpoints. Around 77 % of the customers opines that there is a linkage between CSR activities and brand building, out of which 22% of customers were agree but not strongly agree as other 55% of customers responded to the question. Around 9 % of the customers answer in against of the statement. And 14% of the customers are not sure whether there is a linkage between the both. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 78.06$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

7. There is a separate department in your insurance company to perform CSR activities.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	30	38
2	Agree	27	34
3	Not sure	12	15
4	Disagree	6	07
5	Strongly disagree	5	06
Total		80	100

$$\chi^2 = 34.62$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the presence of separate department of CSR activities; the customers have come up with different viewpoints. Around 72 % of the customers opines that there is a separate department, out of which 34% of customers were agree but not strongly agree as other 38% of customers responded to the question. Around 13 % of the customers answer in against of the statement. And 15% of the customers are not sure whether there is a separate department. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 34.62$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

8. Are you aware of the term “Brand Building”?

Sr. No.	Opinion	Respondents	%
1	Strongly agree	49	61
2	Agree	12	15
3	Not sure	8	10
4	Disagree	4	5
5	Strongly disagree	7	9
Total		80	100

$\chi^2 = 87.12$ $df = 4$ $\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding the awareness of the term brand building; the customers have come up with different viewpoints. Around 76 % of the customers opine that they are aware of the term brand building, out of which 15% of customers were agree but not strongly agree as other 61% of customers responded to the question. Around 14 % of the customers answer in against of the statement. And 10% of the customers are not sure whether they are aware of the term. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 87.12$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

9. CSR activities help to create brand image of a company.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	37	46
2	Agree	21	26
3	Not sure	13	16

4	Disagree	4	5
5	Strongly disagree	5	7
Total		80	100

$\chi^2 = 46.24$ $df = 4$ $\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding CSR activities helps in the creation of brand image of the company; the customers have come up with different viewpoints. Around 72 % of the customers opine that CSR activities help in the creation of brand image, out of which 26% of customers agree but not strongly agree as other 46% of customers responded to the question. Around 12 % of the customers answer in against of the statement. And 16% of the customers are not sure whether CSR activities creates brand image or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 46.24$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

10. CSR activities are a good source of Brand Building of insurance Company.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	34	42
2	Agree	32	40
3	Not sure	5	7
4	Disagree	4	5
5	Strongly disagree	5	6
Total		80	100

$\chi^2 = 60.37$ $df = 4$ $\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding CSR activities are a good source of brand building; the customers have come up with different viewpoints. Around 82 % of the customers opine that CSR activities are a good source to build a brand, out of which 40% of customers agree but not strongly agree as other 42% of customers responded to the question. Around 11 % of the customers answer in against of the statement. And 7% of the customers are not sure whether CSR activities build a brand or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 60.37$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

11. After CSR activities you have a positive attitude about the brand of insurance industry.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	32	40
2	Agree	24	30
3	Not sure	12	15
4	Disagree	5	6
5	Strongly disagree	7	9
Total		80	100

$$\chi^2 = 33.62$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding CSR activities having a positive attitude to an insurance industry's brand; the customers have come up with different viewpoints. Around 70 % of the customers opine that CSR activities have a positive attitude, out of which 30% of customers agree but not strongly agree as other 40% of customers responded to the question. Around 15 % of the customers answer in against of the statement. And 15% of the customers are not sure whether CSR activities have a positive attitude or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 33.62$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

12. By initiating CSR activities an insurance company can increase profitability.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	29	36
2	Agree	25	32
3	Not sure	8	10
4	Disagree	10	12
5	Strongly disagree	8	10
Total		80	100

$$\chi^2 = 21.93$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding profitability of insurance companies could be increased by initiating CSR activities; customers have come up with different viewpoints. Around 68% customers opines that initiation of CSR activities can increase profitability, out of which 32%

of customers agree but not strongly agree as other 36% of customers responded to the question. Around 22 % of the customers answer in against of the statement. And 10% of the customers are not sure whether CSR activities increase profitability or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 21.93$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

13. CSR activities are considered as the base in selecting insurance provider.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	31	39
2	Agree	21	26
3	Not sure	23	29
4	Disagree	5	6
5	Strongly disagree	0	0
Total		80	100

$\chi^2 = 34.68$ $df = 4$ $\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding the consideration of CSR activities as the base in selecting insurance provider; customers have come up with different viewpoints. Around 26% customers opines that they consider CSR activities as a base for selecting insurance provider, out of which 39% of customers agree but none of the customers strongly agree to the question. Around 06 % of the customers answer in against of the statement. And 29% of the customers are not sure whether they consider CSR activities as a base or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less then the calculated value ($\chi^2 = 34.68$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

14. CSR activity is a good way to increase the popularity, so as to attract new customers and increase the company’s sales.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	32	40
2	Agree	16	20
3	Not sure	12	15
4	Disagree	20	25
5	Strongly disagree	0	0

Total		80	100
	$\chi^2 = 34$	$df = 4$	$\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding CSR activity is a way to increase profitability and attract new customers; customers have come up with different viewpoints. Around 70% customers opines that CSR activities is a good way to attract customers, out of which 20% of customers agree but not strongly agree as other 40% of customers responded to the question. Around 25 % of the customers answer in against of the statement. And 15% of the customers are not sure whether CSR activities increase profitability and attract new customers or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less then the calculated value ($\chi^2 = 34$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

15. There is a relationship between CSR activities and the growth of Insurance Industry.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	32	40
2	Agree	24	30
3	Not sure	12	15
4	Disagree	5	6
5	Strongly disagree	7	9
Total		80	100
	$\chi^2 = 33.62$	$df = 4$	$\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding the relationship between CSR activities and the growth of Insurance industry; customers have come up with different viewpoints. Around 70% customers opines that CSR activities are not that important when it comes to growth of the insurance industry, out of which 30% of customers agree but not strongly agree as other 40% of customers responded to the question. Around 15 % of the customers answer in against of the statement. And 15% of the customers are not sure whether CSR activities and the growth of the insurance industry are related or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less then the calculated value ($\chi^2 = 33.62$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

16. You are analyzing insurance companies on the basis of their contribution towards the Society.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	32	40
2	Agree	19	24
3	Not sure	7	9
4	Disagree	18	22
5	Strongly disagree	4	5
Total		80	100

$$\chi^2 = 30.87$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the analysis of insurance company on the basis of their contribution towards society; customers have come up with different viewpoints. Around 64% customers opines that contribution towards the society can be the base for analyzing the insurance industry, out of which 24% of customers agree but not strongly agree as other 40% of customers responded to the question. Around 27 % of the customers answer in against of the statement. And 9% of the customers are not sure whether contribution towards society could be the base or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 30.87$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

17. The customers react positively after they get aware of insurance company being socially responsible.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	29	36
2	Agree	21	27
3	Not sure	14	17
4	Disagree	8	10
5	Strongly disagree	8	10
Total		80	100

$$\chi^2 = 20.37$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the customers' positive reaction towards the insurance company socially responsible; customers have come up with different viewpoints. Around 63% customers opines that CSR activities can get a positive reaction from the customers', out

of which 27% of customers agree but not strongly agree as other 36% of customers responded to the question. Around 20 % of the customers answer in against of the statement. And 17% of the customers are not sure whether positive reaction could be brought if the insurance company is socially responsible or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 20.37$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

18. CSR activities help in brand recognition of a company.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	32	40
2	Agree	19	24
3	Not sure	7	9
4	Disagree	18	22
5	Strongly disagree	4	5
Total		80	100

$$\chi^2 = 30.87$$

$$df = 4$$

$$\chi^2 (.01) = 7.78$$

Interpretation:

In reply to a question regarding the significance of CSR activities in brand recognition of a company; customers have come up with different viewpoints. Around 64% customers opines that CSR activities helps in brand recognition of insurance industry, out of which 24% of customers agree but not strongly agree as other 40% of customers responded to the question. Around 27 % of the customers answer in against of the statement. And 09% of the customers are not sure. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 30.87$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

19. There is scope for improvement in the CSR initiatives taken by your company.

Sr. No.	Opinion	Respondents	%
1	Strongly agree	28	35
2	Agree	19	24
3	Not sure	21	26
4	Disagree	4	5
5	Strongly disagree	8	10

Total		80	100
	$\chi^2 = 33.12$	$df = 4$	$\chi^2 (.01) = 7.78$

Interpretation:

In reply to a question regarding the scope for improvement in CSR activities; customers have come up with different viewpoints. Around 59% customers opines that there is a scope for improvement in the CSR activities undertaken by insurance industry, out of which 24% of customers agree but not strongly agree as other 35% of customers responded to the question. Around 15 % of the customers answer in against of the statement. And 26% of the customers are not sure whether there is scope for improvement or not. **Qui square test** is applied to check the reliability of data at $df = 4$, the table value ($\chi^2 (.01) = 7.78$) is less than the calculated value ($\chi^2 = 33.12$) so it is significantly different from the responses given by the customers, hence the hypothesis taken for this question is rejected.

8. FINDINGS

- Corporate Social Responsibility (CSR) is the term that the customers are really aware of and they look after the CSR activities perform by their insurance providers.
- As per the opinion of the customers, insurance companies should get indulged in the performance of CSR activities as a gratitude shown towards the society as a whole.
- In current scenario, insurance companies are really active in performing CSR activities not only to make their presence felt but also to work for the society as well.
- It is deeply opined by most customers that CSR activities and brand building are interconnected. In other words, an insurance company can build its brand if active in the performance of CSR activities.
- Brand image of the insurance companies are very much affected by the CSR activities undertaken by it.
- Customers opines that CSR activities can very much affect the profitability of the insurance company but the company should also strive for better product delivery and customer service.
- CSR activities are not considered as a base for selecting an insurance provider by the customers. As CSR activities are an added activity that the insurance companies undertake alongwith their core product and services.
- By performing CSR activities, insurance companies can definitely attract new customers and increase their popularity level.
- A part of customers’ base considers CSR activities performed by insurance companies as a base to select the insurance provider.
- Also a part of customers reacts positively when their insurance provider is a part of corporate social responsibility activities.

9. CONCLUSIONS

This research study aims to find out customer's perception towards CSR activities performed by one of the leading insurance providers Reliance Life Insurance limited to Bhopal region. The data that has been collected through primary and secondary sources revealed the following conclusions.

Customers of Reliance Life Insurance are really aware of the term Corporate Social Responsibility (CSR). This term is not new and its awareness is up to date in the minds of the customers. From the number of samples taken for the study purpose, nearly half of them opine that compulsion to perform CSR activities is appropriate and there should be a binding for insurance companies to perform their part of social concern.

Policy holders of Reliance Life Insurance reveal that their insurance company is really active in performing CSR activities on a regular basis. Nearly half of the customers agrees that there is a linkage between CSR activities and brand building of the insurance company. And customers were also aware of the term brand building.

Customers were positive when they were asked about CSR activities helps to create a brand image of the company. A good amount of brand building can be created with the help of the performance of CSR activities.

Customers have come up with a viewpoint that initiation of CSR activities can create a good brand image of the company and thus can be a contributing factor towards the profitability factor of the company. Customers have opined that the performance of CSR activities is not mostly considered as a base for selecting insurance providers. But customers react very positively if their insurance provider is socially active and responsible.

New customers could be attracted easily with the help of CSR activities and thus the sales of the company increases to an extent. But the study has found that there is no major relationship between CSR activities and the growth of an insurance industry. Because mostly customers do not analyse an insurance company on the basis of CSR activities performed by it. Thus the customers have opined that there is a scope of improvement of CSR activities performed by Reliance Life Insurance and positive outcome is expected.

10. SUGGESTIONS

- Insurance companies like Reliance Life Insurance should conduct CSR activities on a regular basis to show gratitude towards the society.
- Brand image of the company Reliance Life Insurance can get an added advantage if they make customers aware about their various activities related to CSR.
- A good image and brand name can be built, if Reliance Life Insurance conducts more CSR activities for the welfare and development of the society and nation as a whole.
- Popularity and attraction of new customers is possible if Reliance Life Insurance works genuinely on its products and services along with carrying CSR.
- Customers react very positively when insurance company indulges in CSR, thus Reliance Life Insurance should continue its activities and build a relationship of growth with CSR.

- Research study has found that there is a scope for improvement in the CSR activities conducted by Reliance Life Insurance. Thus the company should adopt newer ways to serve to the society.

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