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Impact of Corporate Social Responsibility on Shree Devi Textiles

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Abstract: ***This study explores the impact of Corporate Social Responsibility (CSR) on Shree Devi Textiles, a prominent textile firm based in Coimbatore, Tamil Nadu. The research investigates how the company's CSR initiatives influence brand reputation, customer loyalty, and overall business growth. Despite Shree Devi Textiles' extensive efforts in environmental sustainability, employee welfare, and community development, the benefits remain geographically limited due to its single-branch presence. Using primary data collected from 204 respondents and applying statistical tools such as ANOVA, Chi-square, and Friedman ranking, the study reveals that CSR activities significantly enhance employee morale and customer perception. However, awareness of these initiatives outside Coimbatore is low. The study suggests leveraging digital platforms, storytelling, and strategic partnerships to increase visibility and engagement. It concludes that CSR is not only a tool for social betterment but also a strategic asset for sustainable growth and brand differentiation.***

Keywords: CSR Awareness, Sustainable Growth, Digital Marketing, Stakeholder Engagement, Social Impact, Environmental Sustainability, Corporate Social Responsibility (CSR)

I. INTRODUCTION

Corporate Social Responsibility (CSR) has evolved into a fundamental component of modern business practices, influencing companies across the globe to align their operations with ethical, social, and environmental standards. CSR is broadly defined as the responsibility of businesses to contribute to sustainable economic development while improving the quality of life of the workforce, their families, the local community, and society at large. As businesses have expanded their reach and impact globally, the importance of CSR has grown, driven by increasing consumer awareness, regulatory pressure, and the rising need for companies to be seen as good corporate citizens. The modern business environment demands that companies not only focus on maximizing profits but also actively engage in improving the welfare of society. CSR initiatives encompass a wide array of activities, from reducing a company's environmental footprint through sustainable practices to promoting social equity by investing in communities or supporting ethical supply chains. These initiatives are not merely voluntary; they are becoming necessary for businesses to maintain competitive advantage and customer loyalty in an increasingly conscious marketplace. Furthermore, CSR initiatives offer more than just positive public relations or goodwill. They can enhance operational efficiency, foster employee satisfaction, and open new markets. For instance, companies that adopt energy-efficient technologies or sustainable sourcing practices often reduce costs in the long term. Employees are also attracted to and retained by organizations that demonstrate a commitment to ethical values and social responsibility. Moreover, consumers are increasingly aware of the impact their purchasing decisions have on the environment and society, pushing companies to align their actions with the values of their target audience.

II. STATEMENT OF THE PROBLEM

Shree Devi Textiles actively engages in CSR activities, but its impact is largely limited to Coimbatore due to having only one branch. People from other districts remain unaware of these initiatives, reducing the potential benefits of CSR in enhancing brand recognition and trust. This lack of awareness may affect business growth and customer engagement beyond Coimbatore. Therefore, it is essential to explore strategies to improve the visibility of Shree Devi Textiles' CSR efforts and expand their reach to a wider audience.

III. SCOPE OF THE STUDY

This study focuses on analyzing the impact of Shree Devi Textiles' CSR initiatives on brand recognition, customer trust, and business growth. It examines how the company's CSR efforts are primarily limited to Coimbatore due to its single-branch presence, resulting in low awareness among customers from other districts.

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The study explores the challenges of this limited reach and evaluates the effectiveness of existing CSR communication strategies. Furthermore, it seeks to identify ways to enhance the visibility of CSR activities to a wider audience. By doing so, the research aims to provide insights into how Shree Devi Textiles can optimize its CSR initiatives to strengthen customer engagement and expand its market presence beyond Coimbatore.

IV. OBJECTIVES OF THE STUDY

1) To analyze the role of CSR in enhancing brand reputation and customer loyalty.
2) To identify customer perceptions and satisfaction related to CSR efforts.
3) To examine the effect of CSR on employee welfare and community development.
4) To utilize social media, videos, and blogs to share CSR stories and impact.

V. RESEARCH METHODOLOGY

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic. Once the objective is identified, the next step is to collect the data which is relevant to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem.

A. *Sample Size*

The sample size in this research is 204 respondents so this becomes our sample size. As the sample size is small to study the topic there may be slight inaccuracy of data which is further stated in the research.

B. *Sample Design*

The Simple Random Method is a sampling technique where each individual in a population has an equal chance of being selected. It ensures fairness and eliminates bias in research and data collection.
Area of the Study – Shree Devi Textiles, Coimbatore.

VI. STATISTICAL TOOLS USED

The tools used for analysis are as follows:

1) Simple percentage analysis
2) Chi square analysis
3) ANOVA
4) Friedman Ranking

VII. LIMITATIONS OF THE STUDY

1) The study focuses on a single company (Shree Devi Textiles), which may limit the generalizability of the findings to other companies or industries.
2) The sample taken for research was concerned only for customers rather that thousands of customers scattered around the city.
3) Since the project has to be completed within a short period of time the information collected could be biased.
4) Some of the premium segments could not be met due to time lack and be not obtaining prior appointment due to tight schedule of the respondent.

VIII. REVIEW OF LITERATURE

1) Vishwakarma, V. (2019): Conducted a study on "Corporate Social Responsibility (A Literature Review)." The study aimed to analyze the role of CSR in enhancing corporate reputation and financial performance. It explored how CSR initiatives positively influence brand image, consumer trust, and profitability.
2) Dixit P. and Lal R.C. (2019): Made a study on the topic "A critical analysis of Indian textile industry and insight into inclusive growth and social responsibility ". The objective of the study was to see how the textiles sector is contributing to inclusive development and to find out the current problem and solution of unorganized textile workers, to know the environmental issues regarding textile informal sector, To find out the contribution of unorganized sector in employment generation.
3) Aggarwal and Jha (2019) analyze the institutional pressures driving CSR practices in India, emphasizing regulatory, normative, and cognitive influences. They highlight how government mandates, societal expectations, and internal corporate values shape CSR adoption. The study presents a conceptual model linking these pressures to corporate reputation and financial performance, suggesting that CSR enhances both.

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4) Sharma & Narula (2020): This study explores the key drivers of CSR in Indian textiles. It highlights how government regulations, consumer awareness, and international trade requirements push companies toward sustainability. However, financial constraints and lack of proper implementation strategies remain significant challenges. The study emphasizes the need for policy support to encourage CSR adoption in the sector.

5) Vethirajan et al. (2020): This literature review examines CSR activities in Indian companies, highlighting the evolution of CSR post the Companies Act, 2013. It discusses how various firms have adopted CSR initiatives, focusing on areas like education, healthcare, and environmental sustainability, and the positive impacts of these practices.

6) Thorisdottir & Johannsdottir (2020): This systematic review explores how CSR influences sustainability within the fashion industry, including textiles. It finds that CSR initiatives focusing on sustainable supply chain management, eco-friendly products, and ethical labor practices contribute significantly to environmental and social sustainability**.**

A. Simple Percentage

TABLE 4.1.1
AGE OF THE RESPONDENTS

AGE	NO.OF.RESPONDENTS	PERCENTAGE
20 to 30 years	92	45.1%
31 to 40 years	58	28.4%
41 to 50 years	43	21.1%
Above 50 years	11	5.4%
TOTAL	204	100

SOURCE: Primary Data

Interpretation: The above table shows that majority of the respondents age is 20-30 years 45.1%, followed by 31-40 years 28.4%, 41-50 years 21.1%, above 50 years 5.4%.

Majority of the respondent's age is 25-35 years with 45.1%.

CHART 4.1.1
AGE OF THE RESPONDENTS

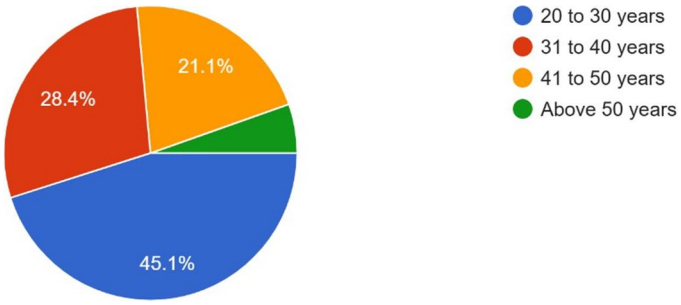


TABLE 4.1.2
GENDER OF THE RESPONDENTS

GENDER	NO.OF.RESPONDENTS	PERCENTAGE
Male	89	43.6%
Female	115	56.4%
Total	204	100%

SOURCE: Primary Data

Interpretation: The above table shows that 56.4% of the respondents are female and 43.6% of the respondents are male.

B. Majority of the respondents are female with 56.4%

CHART 4.1.2
GENDER OF THE RESPONDENTS

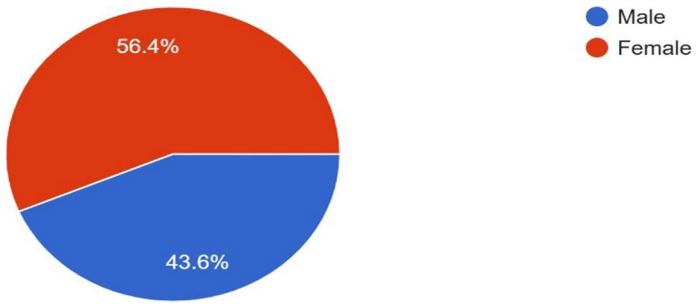


TABLE 4.1.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATION QUALIFICATION	NO.OF.RESPONDENTS	PERCENTAGE
School Level	25	12.3%
Under Graduate	78	38.2%
Post Graduate	74	36.3%
Professional	27	13.2%
TOTAL	204	100

Source: Primary Data

Interpretation: The above table shows that 38.2% of the respondents are Under Graduates, 36.3% of the respondents are Post Graduate, 13.2% of the respondents are Professional,12.3% of the respondents are School Level.

C. Majority of the Respondents with 38.2% of them are Under Graduates.

CHART 4.1.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

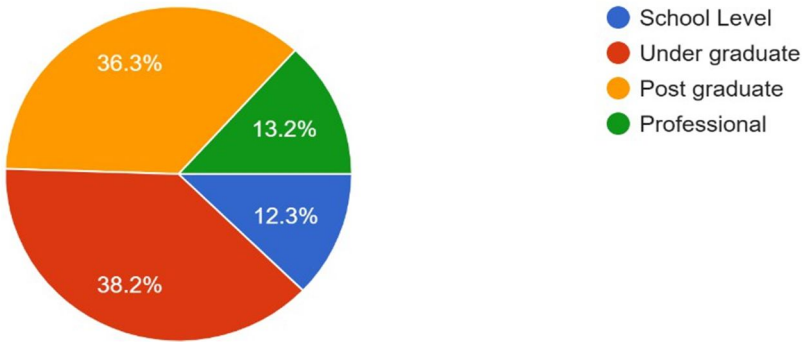


TABLE 4.1.4
MONTHLY INCOME OF THE RESPONDENTS

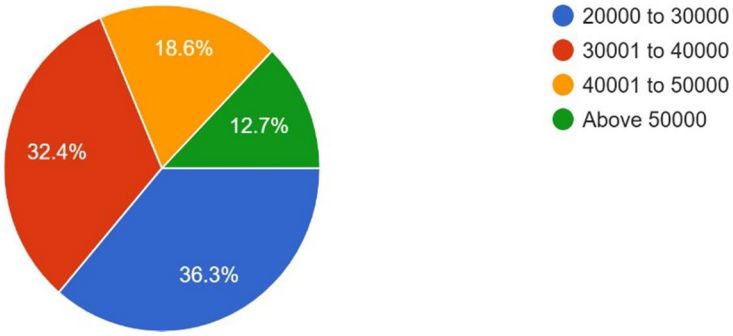
MONTHLY INCOME	NO.OF.RESPONDENTS	PERCENTAGE
20000 to 30000	74	36.3%
30001 to 40000	66	32.4%
40001 to 50000	38	18.6%
Above 50000	26	12.7%
TOTAL	204	100

SOURCE: Primary Data

Interpretation: The above table shows that 36.3% of the respondents Monthly income 20000 to 30000, 32.4% of the respondents Monthly income 30001 to 40000, 18.6% of the respondents
Monthly income 40001 to 50000, 12.7% of the respondents Monthly income Above 50000.

Majority of the respondents Their Monthly income 20000 to 30000 with 36.3%.

CHART 4.1.4
MONTHLY INCOME OF THE RESPONDENTS



D. ANOVA Analysis

ANOVA (Analysis of Variance) is a test used to compare the averages of three or more groups to see if they are different from each other. It helps to check if any differences between groups are real or just random.

TABLE 4.2.1
AGE AND THE PERCEPTION OF CSR INITIATIVES

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CSR_Iniciative_Environmental_Sustainability	Between Groups	2.447	3	.816	1.194	.313
	Within Groups	136.592	200	.683		
	Total	139.039	203			
CSR_Initiative_SocialWelfare_ Programs	Between Groups	.226	3	.075	.103	.958
	Within Groups	146.024	200	.730		
	Total	146.250	203			
	Between	.819	3	.273	.289	.833

CSR_initiative_Employee_Welfare	Groups					
	Within Groups	188.769	200	.944		
	Total	189.588	203			
CSR_Initative_Community_Development	Between Groups	2.032	3	.677	.703	.551
	Within Groups	192.655	200	.963		
	Total	194.686	203			

Interpretation: ANOVA was conducted to examine the relationship between Age and CSR initiatives, including Environmental Sustainability, Social Welfare Programs, Employee Welfare, and Community Development. The results show that all significance values are greater than 0.05Environmental Sustainability (F = 1.194, p = 0.313), Social Welfare Programs (F = 0.103, p = 0.958),Employee Welfare (F = 0.289, p = 0.833), and Community Development (F = 0.703, p = 0.551).Since all p-values exceed 0.05, the null hypothesis is accepted. indicating that there is no significant difference between age and perception of CSR initiatives.

TABLE 4.2.2
GENDER AND THE PERCEPTION OF CSR INITIATIVES

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
CSR_Iniciative_Environmental_Sustainability	Between Groups	.030	1	.030	.043	.835
	Within Groups	139.009	202	.688		
	Total	139.039	203			
CSR_InitiativeSocialWelfare_Programs	Between Groups	.151	1	.151	.208	.649
	Within Groups	146.099	202	.723		
	Total	146.250	203			
CSR_initiative_Employee_Welfare	Between Groups	.952	1	.952	1.020	.314
	Within Groups	188.636	202	.934		
	Total	189.588	203			
CSR_Initative_Community_Development	Between Groups	.141	1	.141	.146	.703
	Within Groups	194.546	202	.963		
	Total	194.686	203			

Interpretation: ANOVA was conducted to examine the relationship between gender and CSR initiatives. The results show that for Environmental Sustainability (F = 0.043, p = 0.835), Social Welfare Programs (F = 0.208, p = 0.649), Employee Welfare (F = 1.020, p = 0.314), and Community Development (F = 0.146, p = 0.703), the significance values are all greater than 0.05. Since p > 0.05 in all cases, the null hypothesis (H_0) is accepted, indicating that there is no significant difference between gender and the perception of CSR initiatives.

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E. Chi-Square Test

Table 4.3.1
Relationship between age and csr initiatives that enhance customer loyalty

In order to find the chi-square for age and CSR initiatives that enhance customer loyalty, a chi-square test was applied to determine whether there is a significant association between age and CSR initiatives that contribute to customer loyalty. The null hypothesis tested was,

Hypothesis:

- **H_0**: There is no association between age and CSR initiatives that enhance customer loyalty.
- **H_1:** There is an association between age and CSR initiatives that enhance customer loyalty.

Csr_initiatives_that_enhance_customerloyalty * Age Crosstabulation						
Count						
		Age				Total
		20 to 30 years	31 to 40 years	41 to 50 years	bove 50 years	
Csr_initiatives_that_enhance_ customerloyalty	Donating to local charities	25	14	8	1	48
	Implementing energy-efficient practices	30	24	17	5	76
	Providing employee training programs	29	16	13	4	62
	Offering discounts to loyal customers	8	4	5	1	18
Total		92	58	43	11	204

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	3.951[a]	9	.915
Likelihood Ratio	4.242	9	.895
Linear-by-Linear Association	.920	1	.337
N of Valid Cases	204		
a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is .97.			

In the above table, with the degrees of freedom 9, significance value (.915) which is greater than significant value (0.05), so we conclude that there is no association between occupation and CSR initiatives that enhance customer loyalty.

Table 4.3.2

Relationship between occupation and csr initiatives that enhance customer loyalty

A chi-square test was conducted to determine whether there is a significant association between occupation and CSR initiatives that contribute to customer loyalty.

Hypothesis:

- H_0 (Null Hypothesis): There is no association relationship between occupation and CSR initiatives that enhance customer loyalty.
- H_1 (Alternative Hypothesis): There is a association between occupation and CSR initiatives that enhance customer loyalty.

Csr_initiatives_that_enhance_customerloyalty * Occupation Crosstabulation						
Count						
		Occupation				Total
		Student	Business	Professional	Others	
Csr_initiatives_that_Enhance_Customer_loyalty	Donating to local charities	16	17	14	1	48
	Implementing energy-efficient practices	18	31	25	2	76
	Providing employee training programs	10	39	13	0	62
	Offering discounts to loyal customers	1	9	8	0	18
Total		45	96	60	3	204

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	16.622[a]	9	.055
Likelihood Ratio	18.143	9	.034
Linear-by-Linear Association	1.463	1	.226
N of Valid Cases	204		

a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is .26.

In the above table, with the degrees of freedom 9, significance value (.055) which is greater than significant value (0.05), so we conclude that there is no association between occupation and CSR initiatives that enhance customer loyalty.

FRIEDMAN RANKING:

Table 4.4.1
Factors Influencing Employee Job Satisfaction At Shree Devi Textiles

Ranks		
	Mean Rank	Acutal Rank
Employee_job_satisfaction_Csr_initiatives	2.73	1
Employee_job_satisfaction_compensation_and_benefits	3.44	2
Employee_job_satisfaction_Work_life_balance	3.54	4
Employee_job_satisfaction_career_growth_opportunities	3.53	3
Employee_job_satisfaction_product_quality	3.72	5
Employee_job_satisfaction_Customerservice	4.03	6

Test Statistics[a]	
N	204
Chi-Square	78.663
df	5
Asymp. Sig.	.000
a. Friedman Test	

Interpretation: It is seen from the table that among the factors influencing employee job satisfaction, CSR initiatives (Mean Rank: 2.73) have gained the highest priority, followed by compensation and benefits (Mean Rank: 3.44), career growth opportunities (Mean Rank: 3.53), and work-life balance (Mean Rank: 3.54). Product quality (Mean Rank: 3.72) and customer service (Mean Rank: 4.03) were ranked lower in importance. Hence, it is inferred that CSR initiatives hold the highest significance in employee satisfaction, whereas customer service is considered the least influential factor.

IX. FINDINGS

A. Simple Percentage Analysis

- Majority of the respondent's age is 25-35 years with 45.1%.
- Majority of the respondents are female with 56.4%.
- Majority of the respondents with 38.2% of them are Under Graduates.
- Majority of the respondents Their Monthly income 20000 to 30000 with 36.3%.

B. Anova

- There is no significant difference between age and perception of CSR initiatives.
- There is no significant difference between gender and the perception of CSR initiatives.

C. Chi-Square

- There is no association between occupation and CSR initiatives that enhance customer loyalty.
- There is no association between occupation and CSR initiatives that enhance customer loyalty.

D. Friedman Ranking

- The factors influencing employee job satisfaction, CSR initiatives (Mean Rank: 2.73) have gained the highest priority

E. Suggestions

- Utilize platforms such as Facebook, Instagram, LinkedIn, and Twitter to share CSR activities.
- Create visually engaging content, including videos, infographics, and testimonials, to showcase the real impact of CSR

initiatives.

- Use targeted advertising to reach audiences in other districts and increase awareness.
- Include a dedicated webpage highlighting CSR efforts, success stories, and beneficiary testimonials.
- Provide regular updates, reports, and impact assessments to build credibility.
- Enable user interaction through feedback forms and comment sections.
- Collaborate with local influencers, bloggers, and media personnel to promote CSR initiatives.
- Encourage employees and customers to share their experiences with the company's CSR efforts on social media.
- Conduct CSR events in different districts to increase visibility and direct engagement.
- Partner with local NGOs and community groups to maximize impact.
- Use event participation as an opportunity to strengthen customer relationships and loyalty.
- Highlight CSR initiatives in advertising campaigns, brochures, and product packaging.
- Train sales and customer service teams to communicate the company's CSR vision to customers effectively.
- Regularly publish reports and case studies on the effectiveness of CSR programs.
- Use storytelling techniques to share the journeys of beneficiaries and communities positively impacted by the initiatives.

X. CONCLUSION

The study concludes that Corporate Social Responsibility (CSR) plays a crucial role in shaping the brand image, customer perception, and overall growth of a company. For Shree Devi Textiles, the limited geographical reach of its CSR initiatives restricts the potential benefits that could enhance its reputation beyond Coimbatore. By adopting strategic measures such as digital marketing, collaborations, and effective storytelling, the company can expand its CSR visibility, engage a wider audience, and strengthen its market position. This approach not only enhances brand loyalty and trust but also fosters positive societal change, making CSR a key driver for sustainable business development.

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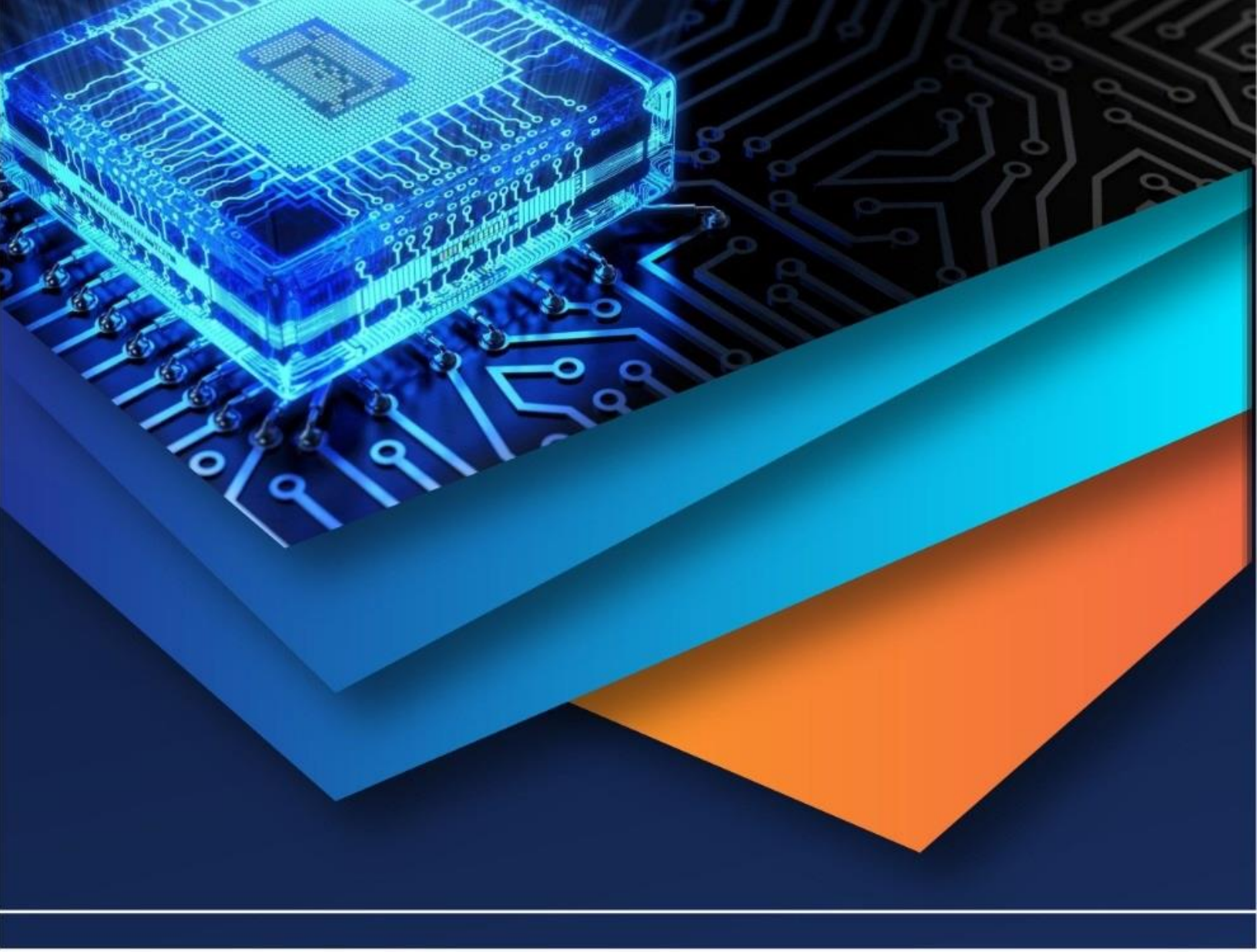

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