



The Role Of Corporate Social Responsibility In Enhancing Customer Satisfaction With Special Reference To Shanthi Social Service In Coimbatore

¹ Dr. D. Sivasakthi M.Com., M.B.A., M.Phil., Ph.D., ² Divyadevi G,

¹Associate Professor, ²III B COM PA,

Department of Commerce with Professional Accounting,

Dr. N.G.P. Arts and Science College, Coimbatore, India

Abstract: This study titled "A Study on the Impact of Corporate Social Responsibility on Customer Satisfaction – with Special Reference to Shanthi Social Services" explores how CSR initiatives influence customer satisfaction in a socially driven organization. In an era where ethical and community-focused business practices are increasingly valued, this research investigates the effectiveness of CSR in fostering trust and loyalty among customers. The study is descriptive in nature and was conducted using a convenience sampling technique, with data collected from 120 respondents in the Coimbatore District. Primary data was gathered through a structured questionnaire, while secondary data was obtained from books, journals, and official websites. The statistical tools used for analysis include Simple Percentage Analysis, Likert Scale Analysis, Ranking Analysis, and Frequency Analysis, ensuring a comprehensive interpretation of the findings. The organization under study, Shanthi Social Services (SSS), is a charitable trust known for its impactful initiatives in healthcare, education, and community welfare. The research highlights a positive correlation between CSR practices and customer satisfaction, concluding that ethical initiatives significantly enhance public perception, service loyalty, and social impact.

Keywords: Corporate Social Responsibility (CSR), Shanthi Social Service (SSS)

I. INTRODUCTION

Corporate Social Responsibility (CSR) has become a critical component of modern business strategies, reflecting a company's dedication to ethical conduct, social development, and environmental protection. In today's world, businesses are expected to go beyond profit-making and contribute meaningfully to the well-being of society. CSR initiatives help address pressing social issues, promote community development, and ensure long-term sustainability. Companies increasingly recognize that their success is tied to the prosperity of the communities they operate in. These efforts not only strengthen brand image and build trust among customers and stakeholders but also boost employee morale and engagement. Shanthi Social Services, a notable organization based in Coimbatore, exemplifies this philosophy by placing social welfare at the center of its operations. Unlike many corporate entities that treat CSR as an add-on, Shanthi Social Services integrates social impact into its core strategy. The organization has developed initiatives spanning healthcare, education, and environmental sustainability. Through quality medical services, awareness campaigns, and access to essential medicines, it improves public health and boosts economic productivity. In the education sector, the organization offers scholarships, vocational training, and infrastructure support, empowering underprivileged youth with the skills needed for upward mobility. It also fosters digital literacy to ensure that students are equipped for a technology-driven world. Environmental conservation is another vital focus area, with Shanthi Social Services engaging in afforestation, waste management, and water

conservation initiatives. These efforts are supported by awareness campaigns and collaboration with local bodies to develop sustainable environmental practices. In today's competitive business environment, customer satisfaction has become a major driver of success.

Consumers are more likely to support brands that align with their values and contribute positively to society. Organizations like Shanthi Social Services build deeper connections with customers through genuine, impactful CSR. These actions enhance brand loyalty, improve credibility, and promote customer engagement by fostering a sense of shared purpose. The current study investigates the relationship between CSR and customer satisfaction, specifically examining how Shanthi Social Services' initiatives contribute to building a loyal and satisfied customer base. The research also explores how CSR influences community development and organizational growth, offering insights into how ethical practices lead to long-term stakeholder trust and business success. Additionally, it highlights the growing importance of CSR in the Indian context, where regulatory frameworks now require eligible companies to allocate a portion of their profits to social causes. Shanthi Social Services stands out as a model for aligning CSR efforts with local needs, providing a blueprint for other organizations seeking to balance business goals with social responsibility. This study aims to offer valuable insights into how CSR can drive customer satisfaction while contributing to broader societal well-being. It reinforces the view that CSR should not be seen as a marketing tool but as a sincere commitment to ethical business conduct and sustainable development. Companies that adopt CSR as a core strategy are more likely to build lasting reputations, foster customer trust, and create a more just and sustainable future.

STATEMENT OF THE PROBLEM

Corporate Social Responsibility (CSR) has become an essential aspect of business operations, as it can significantly impact customer satisfaction. Despite its importance, there is a lack of research on the role of Corporate Social Responsibility in enhancing customer satisfaction, particularly in the context of social service organizations. Shanthi Social Service, a prominent social service organization, has been actively engaged in Corporate Social Responsibility initiatives, but the impact of these initiatives on customer satisfaction is not much explored. This research aims to investigate the role of Corporate Social Responsibility in enhancing customer satisfaction, with a special focus on Shanthi Social Service.

SCOPE OF THE STUDY

The research helps in understanding the effectiveness of Shanthi Social Services' Corporate Social Responsibility initiatives. Enables them to understand how Corporate Social Responsibility activities enhance their experience and satisfaction. It also offers valuable insights into the relationship between Corporate Social Responsibility and customer satisfaction. Acts as a reference for further studies on Corporate Social Responsibility and customer satisfaction. Helps in formulating better CSR policies and guidelines.

OBJECTIVES

- To examine the Corporate Social Responsibility initiatives of Shanthi Social Service.
- To assess the level of customer satisfaction among Shanthi Social Service's customers.
- To analyse the relationship between Corporate Social Responsibility and customer satisfaction.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Sampling Size	120 Retailers
Sampling Technique	Convenience Sampling Technique
Primary Data	Structured questionnaire
Secondary Data	Books and journals
Area of the Study	Coimbatore District
Statistical Tools Used	• Simple Percentage Analysis • Frequency Table • Likert Scale Analysis • Ranking Correlation
Period	5 months from December 2024 – April 2025

LIMITATION OF THE STUDY

- The study is limited to specific number of respondents, which didn't cover the whole population.
- The time period of the research is very less.
- The study is conducted only on SSS so it is not applicable to any other organisations

II. LITERATURE REVIEW

Dr. Hany Nasr Eldin & Dr. Asmaa Alhassan, (2023), made research to identify the effect of CSR on customer trust, satisfaction and loyalty with special reference to Uber service in Egypt. Data was collected from 329 Egyptian Uber used people. The collected data was analysed using PLS3. The research indicates that there is a direct effect on customer satisfaction, but there is no relationship between CSR and customer trust and loyalty. The findings indicates that customer satisfaction influences both customer trust and loyalty.

Richa Sharma, (2022), examined the Corporate Social Responsibility and Customer Satisfaction and the role of Artificial Intelligence in it. The objective of the present research paper is to address this question by proposing that applicability of AI techniques such as machine learning, neural networks, predictive analysis, visual searching, chatbots, sentiment analysis etc., will help the corporations to deliver the abundant benefits to customers and target increased customer satisfaction. This study is carried out by with the help of secondary sources like conceptual and empirical papers, books and websites to explore the concept. it is concluded that how these AI driven CSR activities provide the benefit of increased customer satisfaction to companies. It is also concluded that by making a use of AI advancements in CSR framework, corporations serve the customers in a best way and also receive the advantage of maintaining the socially responsible behaviour which fulfils the enhanced customer satisfaction goal.

Waris Ali, et. al, (2021), made research on the topic Corporate Social Responsibility and Customer Loyalty in Food Chains-Mediating Role of Customer Satisfaction and Corporate Reputation. The study investigated the role of perceived CSR in deriving customer loyalty by exploring direct and mediated effects of corporate reputation and customer satisfaction in Pakistan's food chains. The data were collected through a survey method from 322 customers of McDonald's. The collected information was then analysed through the Partial Least Square Structural Equation Modelling (PLS-SEM) technique to test the hypothesized relationships. The results revealed a significant positive impact of perceived CSR on customer loyalty, corporate reputation, and customer satisfaction. Further, customer satisfaction and corporate reputation appeared to mediate the relationship between perceived CSR and customer loyalty.

Munawar Javed Ahmad, et. al, (2021), observed the corporate social responsibility and customer loyalty and the role of satisfaction and corporate image in the banking industry. The study aims to determine the impact of corporate social responsibility on customer loyalty and satisfaction with the mediating effect of customer satisfaction and the moderating effect of corporate image in Pakistan's banking sector. The study collected 302 responses. We used a self-administered questionnaire for collecting the data of banking customers in Pakistan by employing the convenience sampling technique. The study has used the PLS-SEM technique for statistical analysis. The results reveal that corporate social responsibility positively influences and affect customer satisfaction. At the same time, CSR has an insignificant association with customer loyalty. We also found that CS stimulates customer loyalty, and corporate image promotes CL. The results suggest that customer satisfaction mediates CSR and CL. They also found that corporate image does not moderate customer loyalty. They suggest that banks should allocate considerable resources for CSR activities. CSR is necessary for firms' growth and sustainability. It also, directly and indirectly, affects the brand image, loyalty, and customer satisfaction.

Mayesa Wedysiage, et. al, (2021), investigated Corporate Social Responsibility and Competitive Advantage- The Evaluation of the Mediation role of Employee Commitment and Customer Satisfaction. This study aims to influence of CSR towards Competitive Advantage using the Employee Commitment and Customer Satisfaction variables on the manufacturing companies listed in Surabaya. The sample population is 206 manufacturing companies in Surabaya. The samples are manufacturing companies selected via non-probability, and the respondents are the owners or staff with the competency to represent the companies who are willing to fill the online or offline questionnaires. The researcher gathers the primary data from the 67 companies that answered the questionnaires then processes it with the SPSS and PLS software. The research result confirms that employee commitment acts as an intervening variable that can strengthen the relationship between CSR and competitive advantage.

III. ANALYSIS AND INTERPRETATION

3.1 SIMPLE PERCENTAGE ANALYSIS

Table 3.1.1 Table Showing the Gender of the Respondents

S. NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	53	44.2%
2	Female	67	55.8%
TOTAL		120	100

(Source: Primary Data)

The Table 3.1.1 indicating the gender of the respondents shows that the 55.8% of the respondents fall under female category, 44.2% of the respondents fall under male category.

Table 3.1.2 Table Showing the Customers' Association Details

S. NO.	DURATION	NO. OF RESPONDENTS	PERCENTAGE
1	Less than 6 months	30	25%
2	6 months to 1 year	35	29.2%
3	1-2 years	30	25%
4	More than 5 years	25	20.8%
TOTAL		120	100

(Source: Primary Data)

The Table 3.1.2 indicating the duration of association details of the respondents shows that the 29.2% of the respondents are associated for 6 months to 1 year, 25% of the respondents are associated for Less than 6 months and 1-2 years, 20.8% of the respondents are associated for more than 5 years.

Table 3.1.3 Table Showing the Customers' Familiarity with CSR Initiatives Of SSS

S. NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Education and skills development	48	40%
2	Healthcare and wellness	75	62.5%
3	Environmental conservation	37	30.8%
4	Community development	11	9.2%
TOTAL		120	100

(Source: Primary Data)

The Table 3.1.3 showing the customers' familiarity with CSR initiatives indicates 62.5% of the respondents are familiar with healthcare and wellness, 40% of the respondents are familiar with Education and skill development, 30.8% of the respondents are familiar with Environmental conservation, 9.2% of the respondents are familiar with Community development.

Table 3.1.4 Table Showing The CSR Focus Areas Of SSS

S. NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Education and skills development	27	22.5%
2	Healthcare and wellness	62	51.7%
3	Environmental conservation	21	17.5%

4	Community development	10	8.3%
TOTAL		120	100

(Source: Primary Data)

The Table 3.1.4 showing the CSR focus area of Shanthi Social Service indicated that the 51.7% of the respondents for healthcare and wellness, 22.5% of the respondents agree upon education and skills development, 17.5% of the respondents agree upon environmental conservation, 8.3% of the respondents agree upon community development.

Table 3.1.5 Table Showing the Ways to Improve the CSR Reporting Of SSS

S. NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Provide more detailed information	50	41.7%
2	Use simpler language	39	32.5%
3	Include more visual aids	20	16.7%
4	Increase frequency of reporting	11	9.2%
TOTAL		120	100

(Source: Primary Data)

The Table 3.1.5 indicating the ways to improve the CSR reporting of SSS shows that 41.7% of the respondents agree to provide more detailed information, 32.5% of the respondents agree to use simpler language, 16.7% of the respondents agree to include more visual aids, 9.2% of the respondents agree to increase frequency of reporting.

3.2 FREQUENCY TABLE

Frequency Analysis is a method employed to examine the frequency or occurrence of specific events or elements within a dataset to recognize trends, patterns, or anomalies. It is utilized in multiple domains to comprehend the distribution of data and facilitate informed decision-making.

TABLE NO. 3.4.1 TABLE SHOWING THE FACTORS INFLUENCING CUSTOMERS' SATISFACTION

S. NO	FACTORS	FREQUENCY OF NO. OF RESPONDENTS
1	Quality of service	59
2	Price	72
3	Customer support	39
4	CSR initiatives	15

(Source: Primary Data)

In the table 3.4.1, indicating the factors influencing customers' satisfaction of SSS, where Price is choose 72 times, Quality of service is choose 59 times, customer support 39 times, CSR initiatives is choose 15 times.

Table No. 3.4.2 Table Showing the Factors Influencing to Choose SSS Over Other Competitors.

S. NO	FACTORS	FREQUENCY OF NO. OF RESPONDENTS
1	Quality of service	60
2	Price	61
3	Customer support	36
4	CSR initiatives	29

(Source: Primary Data)

In the table 3.4.2, indicating the factors influencing customers' satisfaction of SSS, where Price is choose 60 times, Quality of service is choosing 61 times, customer support 36 times, CSR initiatives is choose 29 times.

3.3 LIKERT SCALE ANALYSIS

Table No. 3.2.1 Table Showing the CSR Initiatives And Customers' Awareness

S. NO	PARTICULARS	LIKERT SCALE (x)	NO. OF RESPONDENTS (F)	TOTAL (Fx)
1	Strongly Agree	5	39	195
2	Agree	4	18	72
3	Neutral	3	31	93
4	Disagree	2	6	12
5	Strongly Disagree	1	26	26
TOTAL			120	398

(Source: Primary Data)

Likert scale value 3.2.1 is greater than the middle value (3), so the respondents are agreeing that they are aware of the CSR initiatives followed by SSS.

Table No. 3.2.2 Table Showing the CSR Initiatives And Their Positive Influence

S. NO	PARTICULARS	LIKERT SCALE (x)	NO. OF RESPONDENTS (F)	TOTAL (Fx)
1	Strongly Agree	5	13	65
2	Agree	4	52	208
3	Neutral	3	28	84
4	Disagree	2	21	42
5	Strongly Disagree	1	6	6
TOTAL			120	405

(Source: Primary Data)

Likert scale value 3.2.2 is greater than the middle value (3), so the respondents are agreeing that they are positively influenced by the organization.

Table No. 3.2.3 Table Showing the CSR Initiatives And Their Impact On Customer Satisfaction

S. NO	PARTICULARS	LIKERT SCALE (x)	NO. OF RESPONDENTS (F)	TOTAL (Fx)
1	Strongly Agree	5	29	145
2	Agree	4	41	164
3	Neutral	3	31	93
4	Disagree	2	7	14
5	Strongly Disagree	1	12	12

TOTAL	120	428
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(Source: Primary Data)

Likert scale value 3.2.3 is greater than the middle value (3), so the respondents are agreeing that their satisfaction level increases by knowing that SSS is following CSR.

Table No. 3.2.4 Table Showing the CSR Initiatives and Their Increased Customer Loyalty Due To Commitment To Social Responsibility

S. NO	PARTICULARS	LIKERT SCALE (x)	NO. OF RESPONDENTS (F)	TOTAL (Fx)
1	Strongly Agree	5	21	105
2	Agree	4	52	208
3	Neutral	3	30	90
4	Disagree	2	9	18
5	Strongly Disagree	1	8	8
TOTAL			120	429

(Source: Primary Data)

Likert scale value 3.2.4 is greater than the middle value (3), so the respondents are agreeing that they feel more loyal to SSS because of their commitment to social responsibility.

Table No. 3.2.5 Table Showing the CSR Initiatives And Customers' Belief In SSS's CSR Participation And Its Impact On Customer Service

S. NO	PARTICULARS	LIKERT SCALE (x)	NO. OF RESPONDENTS (F)	TOTAL (Fx)
1	Strongly Agree	5	31	155
2	Agree	4	42	168
3	Neutral	3	25	75
4	Disagree	2	9	18
5	Strongly Disagree	1	13	13
TOTAL			120	429

(Source: Primary Data)

Likert scale value 3.2.5 is greater than the middle value (3), so the respondents are agreeing that they belief in SSS's CSR participation and its impact on customer service.

3.4 RANK CORRELATION

Karl Pearson's Rank Correlation is a statistical method utilized to assess the strength and direction of the relationship between two ordered variables. It aids in ascertaining the level of association between data sets by ranking the values and calculating their correlation coefficient. This approach is especially effective in detecting trends, contrasting preferences, or examining factors that affect customer behavior

Table No. 3.3.1 Table Showing Ranking of Satisfaction Level of Shanthi Social Service

FACTORS	1	2	3	4	5	6	TOTAL	RANK
Quality of service	62(6)	18(5)	19(4)	8(3)	3(2)	10(1)	578	1
Affordable	12(6)	68(5)	18(4)	9(3)	7(2)	6(1)	531	2
Accessible	23(6)	16(5)	47(4)	16(3)	11(2)	7(1)	483	3
Fulfil your expectations	18(6)	31(5)	21(4)	33(3)	12(2)	5(1)	475	5
Social welfare	29(6)	30(5)	18(4)	10(3)	24(2)	9(1)	482	4
Community well-being	18(6)	36(5)	24(4)	8(3)	6(2)	28(1)	448	6

(Source: Primary Data)

In the table 3.3.1, it is understood that Quality of service is ranked as 1, Affordability is ranked as 2, Accessible is ranked as 3, Social welfare is ranked as 4, Fulfil your expectations is ranked as 5, Community well-being is ranked as 6.

IV. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

4.1 SIMPLE PERCENTAGE ANALYSIS

- 55.8% of the respondents are female category.
- 29.2% of the respondents are associated for 6 months to 1 year in SSS.
- 62.5% of the respondents are more familiar with Healthcare and wellness.
- 51.7% of the respondents agree upon healthcare and wellness.
- 41.7% of the respondents agree to provide more detailed information.

4.2 LIKERT SCALE ANALYSIS

- Likert scale value 3.3 is greater than the middle value (3), so the respondents are agreeing that they are aware of the CSR initiatives followed by SSS.
- Likert scale value 3.4 is greater than the middle value (3), so the respondents are agreeing that they are positively influenced by the organisation.
- Likert scale value 3.6 is greater than the middle value (3), so the respondents are agreeing that their satisfaction level increases by knowing that SSS is following CSR.
- Likert scale value 3.6 is greater than the middle value (3), so the respondents are agreeing that they feel more loyal to SSS because of their commitment to social responsibility.
- Likert scale value 3.6 is greater than the middle value (3), so the respondents are agreeing that they belief in SSS's CSR participation and its impact on customer service.

4.3 RANK CORRELATION

- Majority of the respondents ranked quality of service as the first reason for the Satisfaction level of Shanthi Social Service.

4.4 FREQUENCY ANALYSIS

- Majority of the respondents have chosen Price as the factor for their influence.
- Majority of the respondents have chosen Price as the factor for them to choose SSS over the other competitors.

V. SUGGESTIONS

- Increasing awareness through marketing campaigns and community engagement can enhance customer perception.
- Healthcare and wellness were the most recognized CSR activities, SSS can diversify into other areas such as environmental conservation and community development.
- Provide more detailed information about CSR initiatives using simple language, visual aids, and increasing reporting frequency could make CSR efforts more transparent.
- Encouraging customer participation in CSR activities can further boost trust and loyalty. Hosting community events and volunteer programs can increase public involvement.
- Since quality of service was ranked the top factor influencing customer satisfaction, continuous improvement in service delivery should remain a priority.

VI. CONCLUSION

The study highlights the strong connection between CSR initiatives and customer satisfaction at Shanthi Social Service. The findings indicate that customers value ethical practices and are positively influenced by CSR activities, leading to greater loyalty. However, to maximize impact, SSS should focus on diversifying CSR efforts and enhancing communication strategies. Additionally, maintaining high service quality and affordable pricing will help sustain customer trust and engagement. By strategically leveraging CSR, SSS can not only contribute to social welfare but also strengthen its market position and long-term success.

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