A Study on Consumer Perception and Behavior of E-Tailing in Chennai City

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Abstract

The rapid growth of the internet and e-commerce provide new opportunities for the retailer to enter into a new form of business format namely E- Retailing. E-Retailing is the term which refers to the selling of goods and services electronically through internet. Now, E-retailing integrates the business worldwide opening up huge opportunity to connect with the customer. In this format of business, information on Price is more transparent and the choices are much more than those available in retail stores. The research explores reasons for choosing online shopping option and main factors affecting the consumer choice for online shopping. On the basis of the sample survey administered on the selected customers of Chennai, Tamilnadu, the Consumer perception towards online shopping has been observed and analysis on the customer's loyalty towards certain website has been carried out in this paper. Major findings are that (i) Presently, most of the consumers started giving priority towards their convenience, which is provided through on line shopping option, (ii) most of them shifted to on line shopping due to lack of time occurring for change in lifestyle . This study will help retailers to effectively enhance their business if they choose to have presence in the on line mode of business.

Keywords: Convenience, Consumer perception, E-Retailing, Loyalty

Introduction

The term e-tailing is a short form for "**electronic retailing**", and surfaced in 1990s for being frequently used over the Internet. The term is an inevitable addition to other similar terms such as e-business, e-mail, and e-commerce. E-tailing usually refers to the business-to-consumer (B2C) transactions. E-tailing services are closely correlated with an increase in broadband penetration. Continuous increase in broadband penetration will remain a key factor in the ability of e-retailers to acquire market share at the expense of general retailers.

E-tailing or e-retailing refers to the selling of retail goods and services electronically over the Internet. The online shopping is the new trend in the market which is growing very fast worldwide. Globalization through internet connectivity has made it possible to internationalize   retailing business. E-tailing has expanded faster globally on books and readymade garments.   Travel and tourism industry has been

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developing seamlessly due to development of e-commerce. Online ticket bookings and hotel reservations are now convenient for tourists. Online shopping trend started by sending gifts, flower, bouquets, cakes, etc. but has now diversified in many other products. However, since examining the product before purchasing is regarded as influential factor in decision to purchase and this is not possible in case of on line shopping , it is necessary to analyze other factors influencing purchase behaviour. It has been noticed that the consumer behavior is fundamentally different in online shopping as compared to that of traditional shopping.

E-tailing has resulted in the development of E-tail software tools for creating online catalogs and managing business connected with doing e-tailing. A new trend is the price comparison site that can quickly compare prices from a number of e-retailers and link the customer to them.

E- Retailing – Literature Review:

Technopak predicts that the ecosystem creation for e-tailing will outpace the same for brick- cooperative and mortar retail and its growth will offer many advantages to the Indian economy besides bringing in immense benefits to consumers.

E-commerce further leads to the emergence of the "market space" - a virtual world of information paralleling the real marketplace of goods and services - enabling marketers to manage content, context and infrastructure in new and different ways, thereby, providing novel sources of competitive advantage **(Rayport & Sviokla, 1994).**

According to Meeker (1997), retailer might cry foul but they have to face the new shopping paradigm as a premium customer begins to accept the e-tail marketing in large number.

Wigand (1997) found that Electronic commerce provides opportunities to conduct business from its point of origin to its end point along the entire value chain of business processes conducted electronically and designed to enable the accomplishment of a business goal through the seamless application of information and communication technology. These processes may be partial or complete and may encompass B2B as well as B2C and C2B transactions. E-tailing began to work for some major corporations and smaller entrepreneurs as early as 1997 when Dell Computer reported multimillion dollar orders taken at its Web site. The year 1997 was also the year in which Auto-by-Tel reported that they had sold their millionth car over the Web, and Commerce Net/ Nielsen Media reported that 10 million people had made purchases on the Web.

Myerson (1998) expressed that consumers are getting smarter in using E-retailers for convenience and comparison shopping. **Guttman (1998)** describes several unique elements that make online shopping different from the traditional in-store retail model.

Rao (1999) found that E-commerce offers market activity for retailers in the form of growing market access and information with decreased operating and procurement costs.

Bromage (2001) argued that online customers buy online for convenience rather than for price advantages.

In his study, **Hymas** pointed out that **(2001)** with electronic marketing, one can think for business across the globe that was not possible earlier. Traditional way of market segmentation with an internet audience may not be fruitful. In electronic marketing, segmentation can be done effectively by considering two key dimensions i.e. potential value of the segment to the particular market sector and comparative attractiveness of the channel to the customer. **Ratchford's (2001)** findings are that through internet, consumers can gather information on merchandise and compare a product across suppliers at a low cost. **Zeithaml (2002)** has suggested that the success of E-tailing depends on the efficient web site design, effective shopping and prompt delivery. **Kotler (2003)** pointed that e-commerce not only conducts business transactions through the internet, but also includes other business activities.

RESEARCH METHODOLOGY

A survey on the online customer has been conducted using sample size of 150 from the city of Chennai. Convenience Sampling was used to collect the opinion

of the respondents. Likert's scale with Five points has been used for this study. The subject area of study has taken the external and internal factors influencing the customer behavior toward e-tailing. Chi-square analysis, Factor Analysis and weighted average method have been considered for assessing the degree of significance of the key factors impacting consumer behavior towards e-retailing. The **primary data** for the study are collected using direct observations, questionnaires and conducting interviews in Chennai. **Secondary data** for the study has been collected from newspapers, journals, magazines, websites, books, etc.

Objectives of the study are set as

- Finding the consumer's perception towards E-tailing

- Identifying consumer's perception on the risk factors involved in E-tailing.

- Elucidating the strategies to promote E-tailing among customers.

- Assessing customer's loyalty towards E-tailing

DATA ANALYSIS AND INTERPRETATION

Chi – Square Analysis:

Ho: There is no significant relationship between income and the amount spent on a single online purchase.

H$_1$: There is a significant relationship between income and the amount spent on a single online purchase.

TABLE - 1

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.75286	6	0.00

From the above table 1, we could infer that $p<0.05$. Hence Ho is rejected. Therefore, there is significant relationship between income and the amount spent on a single online purchase.

Factor Analysis:

1. The main reasons for online shopping were analyzed through factor analysis.

TABLE - 2

Component	Initial Eigen values			Extraction Sums of Squared Loading			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% Variance	Cumulative %
Price	4.01	23.60	23.60	4.01	23.60	23.60	2.72	15.99	15.99

Conven ience	2.37	13.95	37.56	2.37	13.95	37.56	2.03	11.95	27.94
Free Shipping	1.51	8.88	46.43	1.51	8.88	46.43	1.99	11.68	39.62
Variety	1.26	7.39	53.82	1.26	7.39	53.82	1.91	11.22	50.84
Trust	1.17	6.87	60.70	1.17	6.87	60.70	1.44	8.46	59.30
Brand conscious	1.05	6.17	66.87	1.05	6.17	66.87	1.29	7.57	66.87

From the above table-2, it is inferred that the reasons to shop online deals with price, Convenience, Free shipping, Variety, Trust, Brand conscious.

1. The major factor that affecting online shopping was analyzed through factor analysis.

TABLE - 3

Component	Initial Eigen Values			Extraction Sums of Squared Load
	Total	% of Variance	Cumulative %	Total
1	3.74	37.45	37.45	3.74
2	1.96	19.63	57.08	1.96
3	1.17	11.68	68.76	1.17

From the above table-3, it is inferred that the major factors which affects the consumer to choose online shopping are Debit/Credit card payment, Trust level of online store/brand, Touch and feel factor.

Weighted Average Method :

The Weighted average method was used to find the products that the customers prefer to buy online. Nine products were given such as Books, Mobile/Camera/ Electronic products, Toys, Accessories, Software, Tickets, Cloths, Home appliances, Food items and asked the respondent to rank these according to their preference.

Table-3 shows the ranking order given by customers. It is inferred that the respondent's product preference towards online shopping is Tickets followed by Books, Clothes and Accessories.

TABLE 4

Factors	Weights	Rank
Books	12.55556	2
Mobile	21.04444	8
Toys	18.15556	5
Food	20.28889	7
Ticket	6.555556	1
Clothes	15.06667	3
Accessories	15.48889	4
Home appliances	18.42222	6
Software	21.53333	9
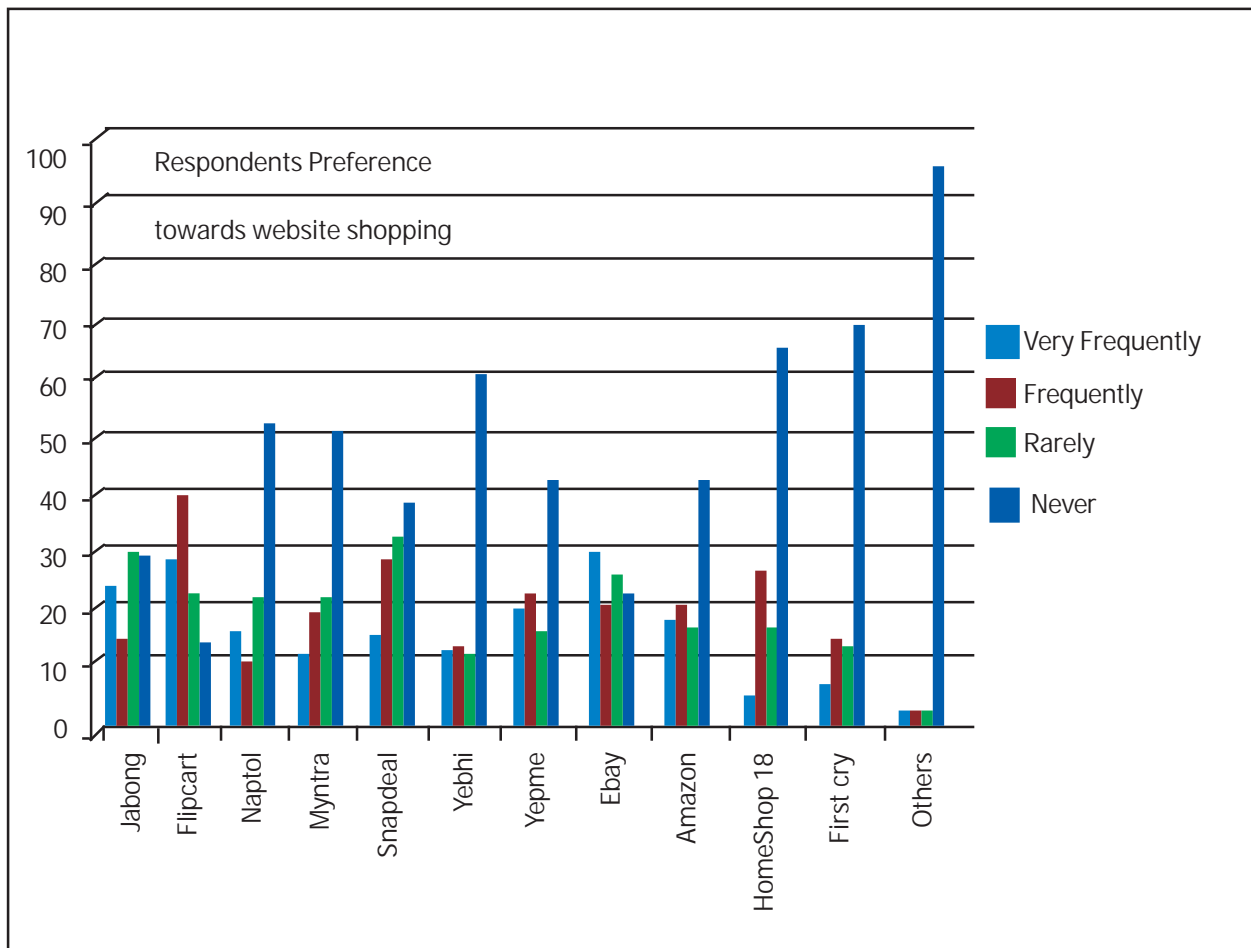
From the above chart, it is inferred that 30% of the respondents prefer EBay and they shop very frequently, 39% of the respondents prefer Flipcart and shop frequently, 30% of the respondents rarely prefer Jabong and 95% will never visit other websites.

Findings:

- According to the survey, "One in four consumers indicated that they spend more time online because of the tough economy"

- Maximum customers do visit the retail shops before buying products online.

- There is significant relationship between income and the amount spent on a single online purchase.

- The major factors which affects the consumer to choose online shopping are payments through Debit/Credit card, Trust level of online store/ brand, Touch and feel factor.

- The respondents' product preference towards online shopping is Tickets followed by Books, Garments and Accessories.

- 30% of the respondents prefer eBay and they shop very frequently, 39% of the respondents prefer Flipcart frequently, 30% of the respondents rarely prefer Jabong and 95% will never visit other websites.

Suggestions:

- ➢ Retail service and support must be available all the time starting from pre-purchase stage to post purchase stage. Valuable services could give the customer a good image that this site is a professional on-line site.

- ➢ Online business services may provide good and thoughtful extra services like packing parcels carefully, choosing the better service delivery vendor, providing consumer service and after sales support.

Conclusion:

At present, E retailing is popular among the youth of India. The youth is the move who want to try these facilities and in metro cities online buying is increasing rapidly. Now, people use online banking facility, book their movie ticket, railway ticket, and recharge their mobile online. But in two tier cities online facilities are not popular. They still buy railway ticket, movie ticket with the help of broker or personally standing in a queue. These two factors are responsible for low level of online shopping. Firstly, semi urban and rural people do not have trust on online facilities due to some cases of leakage of personal data and secondly penetration of internet users is very low in two tier cities.

The empirical evidence is confined to a metro city. Consumer preferences are changing rapidly and becoming highly diversified. It is difficult for the retail stores to satisfy all needs of the customers. Most of the consumers want to get some attractive prices, good schemes and offers on every purchase and a shopping comfort as well. With the help of online shopping facility, the retailer can fulfill needs and demands of their customers and is able to provide better services to their customers. In India, online shopping is still not a preferred way of shopping because customers are facing some problems regarding fraud, privacy, hidden charges and delay in delivery, etc. Companies should undertake some promotional programs to inform their customers about online shopping facility. Companies also need to find out that what type of problem customers are facing while using online shopping facility and try to resolve their problems so that customers find it easy in comparison to other means of shopping.

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CSR Communication through Social Media : A Strategy for Brand Building and Market Growth

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Abstract

It has already been proved that the communication of CSR initiative is a reliable method to craft positive brand image and ensure market growth of a company. Positive image created by the CSR communication influences the psychology of a person and can lead the consumer to remain associated or to switch to a brand associated with good cause. It is to note that the communication process of CSR initiative requires proper planning and care with absolute strategy to influence the mind of the consumer/ stakeholder/ community member. Social media has the power of using CSR communication to build the brand and ensure market growth. This paper aims to explore how social media could project the initiatives of the company in the area of the Corporate Social Responsibility for building brand image.

Keywords: CSR-Communication, Social-Media, Brand-Building, Market-Growth

Introduction

The Indian corporate is investing more than ever before in CSR with requisite changes in the system to support their initiatives. The question is often asked whether or not the CSR efforts are helping the company in brand building and expanding opportunities for market growth. Companies have made many changes in CSR management system (Smith, 2003) to give significant direction to this initiatives. For example, the companies need to develop the system of direct reporting to chief executives, publishing CSR reports and developing CSR strategies on a regular basis. Even after developing strategies on CSR initiatives and large scale investments, the companies are far behind the expected results of building images for brands through CSR (Barnea, et. al., 2010).

CSR initiatives are always criticized by two stakeholders/interest groups e.g. shareholders criticize the company for the misuse of money and consumers criticize for showing exemplary and non performing promises of the companies (Barnea, et. al., 2010). These criticisms may not be altogether acceptable, yet this reflects that companies are not able to amalgamate CSR activities with main business venture for creating brand image and market growth. This is truly not useful for business growth. What companies require is to frame a strategy which can integrate CSR, marketing and communication strategy to create the desired business effect. The present research is a guide to direct the CSR opportunities in brand-building activities and marketing growth.

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To understand why the companies require integrated approach for CSR communication, there is a need to have a look on why a company needs to perform CSR in India and whether CSR be used in brand building and marketing growth.

Why a Company Need to perform CSR in India?

World Business Council for Sustainable Development in its publication 'Making Good Business' Sense by Lord Richard Holme and Phil Watts (Baker, 2000) said "A Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large". Through elaboration on the definition, it could be said that CSR performance requires a planning, management and implementation to render the services to the society.

Though the concept of CSR and its practice in the Indian society can be noticed from late 90s, it has now spread out courageously and respectfully in the social world; with Indian firms' love for CSR, after realization of the social requirement for various sections of the society and compulsion of Indian companies to perform CSR on regular basis made mandatory through the amendment of 2013 in the Companies Act.

Old Companies Act of 1956 has been modified by introducing CSR Clause in the Company Act of 2013 in the parliament to make CSR activities legally binding for the corporate. A company with a net worth of rupees 500 crore or more, a turnover of rupees 1,000 crore or more, or a net profit of rupees 5 crore or more (Kordant, 2013) are under this provision of the Companies Act. The amount to spend in that fiscal year on CSR activities is calculated by a formula mentioned in the Act (Kordant, 2013). Bringing that Act into practice, now it is influencing near about 800,000 companies in India including over 8,000 public listed companies and MNC's (Kordant, 2013).

The CSR clause of the Company Bill requires expenditure by a company of at least two percent of its average net profits made in the previous three financial years on the government approved categories of CSR such as hunger, poverty, education, gender

equality, child mortality, maternal health, HIV, AIDS, environmental sustainability, vocational skills, contribution in National Relief Fund welfare of neglected, etc. preferably in the location of their unit (Ostertag, 2013).

Can CSR be used in Brand Building & Market Growth

While CSR initiatives are an important mode to develop connections with society, this initiative is also a reliable method to craft positive brand image and ensure market growth of a company (Blumenthal, et. al., 2003). According to a research (Husted et. al., 2003), "75% of the respondents agreed with the statement that CSR is important for the society and develops the brand value". The companies embrace upon CSR not because of the right thing but because of its capability in strengthening the brand.

CSR strategies which are the integration of social/ ethical practices and business plans, are always helpful for the companies in different ways (Becker, et. al., 2006). A high level of attraction is caused among the stakeholders when the integration of brand and social cause initiatives are promoted (Kesavan, et al., 2013). Integrated strategies are always helpful in creating positive image in the mind of stakeholders.

Positive image created by the CSR communication can lead the consumer to switch to a brand associated with the good cause. This way, CSR can increase brand image of the company and can also enhance the business by creating brand awareness. Researchers have found that CSR exposure through planned communication leads to an optimistic approach and decision regarding the brand in the mindset of the consumer (Becker, et. al., 2006). This helps generating brand affinity by the CSR communication. Also, it depends on how the initiative has been integrated with marketing strategy (Booth & Matic, 2011). When the CSR promotion is unable to generate affinity, it is said that promotion is designed negatively and accordingly negative attitude being generated. Generally, the CSR promotions aligned with social cause like cancer research, environmental protection and disaster relief generates positive attitude.

Though a consumer may be influenced by a CSR initiative of the company, it can have a halo effect on

brands and product and be beneficial for the marketer (Becker, et. al., 2006). It is also said that the strong CSR initiatives with the logic of work and its importance to the society are able to create positive result on the customer brand judgment and feelings (Fombrun, et al., 2000). CSR gives many advantages to the company and it can enhance the brand on certain parameters like, image, loyalty, product differentiation, support etc (Patino, et al., 2012). It has been noticed that the percentage of brand value represented by the corporate social responsibility is trending upward while all other identifiable contributors to the corporate brand value appear to be declining such as advertising, promotion, personal selling through which a company competes (Yan, 2011) in the Market.

The literature says that enriched CSR initiative with ethical and social issues always increases the value of a company (Eromosele, 2012). Companies who are regular in CSR promotion are reaping the improved brand image and market growth through it. It works the best for those companies who consider the social issues in their core company values and informs customers about their initiatives on regular basis.

Literature Review

Smith, (2003) said that criticism of the public for wrong step in CSR of any company is more dangerous than appreciation. Blumenthal and Bergstrom, (2003) advocated that since the company invests a substantial amount on brand building and philanthropy, it is advisable either to integrate both or to merge to create synergies. He identified four causes to be integrated with CSR such as recognizing the magnitude of the brand promise, maintaining customer loyalty, maximizing investment that would be placed in CSR regardless of the brand and avoiding conflict with shareholders. Husted (2003) found that CSR governance structure is collaborative as it is based on partnership between the company and CSR activity initiating agency. Hence, the same type of structure is required to implement in brand building, market growth and CSR.

Ogrizek (2001) found that incorporation of CSR in business policy can give spirited benefits in the form of marketing. McAdam and Leonard (2003), in his research concluded that CSR is an instrument to

develop brand image and market growth. Godfrey et. al. (2008) observed that building brand and practicing marketing through CSR activities could prove good for economic benefits of the organizations. Barnea and Rubin (2010) found the effects of CSR from two angles namely if firm invests unnecessary in CSR activities then the value in the eye of shareholders is decreased; at the same time CSR investment generates brand image, enhances market and serves the society.

Becker-Olsen et. al. (2006) established the relationship of CSR with the consumer behaviour. Du, et. al. (2007) found that a brand positioned as a CSR brand can improve consumer awareness levels. Pivato et. al. (2008) investigated the relationship between the consumer trust and CSR performance and recommended the promotion of CSR among customers. Gurhan-Canli and Fries (2009) explaining the relationship between the branding and CSR advocated that it should be promoted through mass media for the vital growth of the organization. Turker's (2009) developed a scale to study the multidimensional effect and brand trust generated by CSR communication. Wagner (2010) suggests CSR promotion can help in enhanced marketing innovation for an organization thus creating a competitive edge. Other researches such as Pomering & Dolcinar, (2009, Ellen et. al., 2006), and Yoon et. al., (2006) found that CSR awareness created through media influences attitude, attribution and purchase decisions of the customer.

It is clearly evident from the literature review that no research on the CSR is conducted on the subject communication of CSR through social media. Moreover, the insights provided by the studies conducted in other areas are considered in their significance when applied to Indian context due to the dissimilarity of business, economic, social scenario and environment. Situations of the study mentioned above indicate to a conspicuous gap in the literature and hence necessitates the research in this area. With this background, the below mentioned statement of the problem is being framed.

Statement of the Problem

There is no doubt that the communication of CSR through media is one of the most efficient and suitable

way to reach stakeholders, build brand and ensure market growth. It is also evident that the impact created by the process reduces the gap between companies and the stakeholder and decreases misunderstanding. But the question remains unanswered which is the cheapest method of CSR communication that can ensure brand building and market growth in present time and undoubtedly the answer is the social media. The social media cannot be suggested without knowing its vitality to promote CSR, process, suitable strategies as per the requirement of CSR timing and the successful handling of social media by the companies around the world. Hence, objectives mentioned below are being framed.

The objectives of the study are as follows:

- To explore vitality of Social Media in promoting CSR for brand building and market growth in a cost effective manner and creating maximum impact.

- To plot the process required for CSR communication through the social media.

Methodology Used:

The research is exploratory in nature and secondary literature has been used to extensively draw secondary data from the in-house and proprietary sources available at websites. The other sources include, research papers published in journals, books and news agencies portals, etc. The information has been cross-checked and validated to provide the latest and unambiguous information. Data sourced from above have further been compiled, edited and categorized to make deductions as per the objectives of the study.

Vitality of Social Media in improving visibility of Corporate Social Responsibility initiatives of the company for promoting brand building and market growth have been discussed in terms of various features of the social media such as

- Visual effects, sharing among networking population,

- Community Engagement

- Analytical Tools of Internet

- Through connections with Celebrities on Social media

- Transparency in internet communication

Social Media is more vital than any other media because of its reach in awakened community, their IT knowledge, and their presence online (Patino, et. al., 2012). Social Media (SM) has made so many changes in the method of CSR actions, promotion and communication because of its vitality (Social Media Today, 2012) being used in business promotion and research and maintains transparency. Social media has the potentiality for CSR communication as the social media users can influence decisions even of those who do not use the social media through word-of-mouth (Patino, et. al., 2012; Mark, 2013). When CSR is communicated through SM, users follow and learn about a company's CSR initiatives from any part of the world (Lee, 2006). Many other characteristics of SM are being presented below which are helpful in brand building & market growth through CSR communication. For the communication of CSR initiatives on the social media, a company will either have to make their CSR page or will have to post the CSR initiative on other community pages. To understand the vitality of this media, let us have look on few features.

Visuals, Sharing, Re-sharing, Tagging and Liking

Marketers should make active use of pictures and videos of CRS initiatives on their social media pages to communicate this with maximum effects. They should actively promote all or any of the CSR initiatives among stakeholder or others whom a company feels it useful. The Social media is useful in communication of CSR initiatives because of its visual feature (Patino, et. al., 2012). Researchers have proved that the visual characteristics create better effects than non visual thing. SM can create a good effect of brand building and market growth (SMI, 2013) due to the characteristics of the social media to be able to share stuff with ever increasing audiences, followers and friends through visual effects without incurring any expenses. Further, as the special features of the social media such as re-tweets, tagging and likes has created powerful and wide range communication links

across communities and countries, these usages can be utilized by the companies to make their CSR initiatives more discoverable and worthy of marketing (Lee, 2006). Re-tweets, tagging and likes, can open the new audience of CSR initiatives communication, and can make a great way to build brands and market growth.

Community Engagement

Social Media is potent because of its unique characteristic of the possibility of engagement (Lee, 2006). It has already been proved by researches that the discussion about the product always gives the strength to brand. Social media is a platform where the discussion takes place through engagement. The marketer interested to promote their products through CSR initiatives must try to engage the community members in discussion of company's CSR activities. The only challenge is how to initiate the discussion which can be done by motivating participants through the process like running contests, providing discounts coupon. The contest prizes such as an invitation to attend a CSR event organized by the company or any other can further help in engaging community members online and off line as well. Participants in CSR contest through the social media, can be given discount coupons etc that can help in promoting further discussion and opens the vista to convince the untapped customers. The engagement characteristic of social media makes it vital in all sense.

Analytics tools

Just like community engagement and sharing characteristics, social media is the enabler of research and analytics tools. The important thing is that this media does not require installing any software but it is self enabled (Mandelstein, 2013). The analytics tools are helpful in judging the success rate of CSR campaigns. The analytics tools are able to give the correct figure of likes, sharing, and re-tweet, etc. These tools are also able to tell how much time a user is spending on social media pages. In general, this media is not an effective analytical tools, but seeing it from the angle of future corrective actions to be taken by a CSR activity communicator, these tools are very helpful.

Celebrities on Social Media

Using picture and video of celebrities in social media makes it special. This unique character of social media can be used by marketers in promoting CSR initiatives through celebrities. It has already been proved through researches that association of a famous person with a campaign always helps a company in building the brand for market growth. Either celebrities can be used in videos, and pictures of CSR campaigns or they can be asked to promote CSR initiatives through their own social media pages (Mandelstein, 2013; Mark, 2013). CSR communication of the companies could be a successful communication because celebrities are known to have many followers on the social media and more than half of the followers spend their free time online.

Transparency in Communicating

Social media is more transparent in communication than any other mode of communication, and this makes social media vital (Mark, 2013). This characteristic of social media is very useful for companies in need especially when they intend to use CSR communication initiative for brand building. Any kind of comment on social media becomes public immediately after its post and is similar to the community members. Comments on it can also be viewed by everyone with transparency and openness. Companies have vast prospects to use this initiative of CSR through the social media, as it can communicate the words further, strengthen their cause (s) and motivate powerful network of friends.

On the basis of points covered above, it is imperative to explain the process of CSR communication through social media to influence the market growth. Hence, the proposal is undertaken to detail the process in below given section.

Process required for CSR communication through Social Media

Social media provides individuals, communities, businesses, and non-government organizations the ability to connect with business in meaningful discussion (Mark, 2013) from anywhere in the world in real time. Many corporate giants have realized and

others are realizing the potentiality. The process of CSR promoting through Social Media shown in figure-1, can be divided into 3 stages for easy representation and understanding. The first stage talks about the ideas constituting the foundation of CSR (adopted from CSR framework of Ricoh group). The second stage discusses the process to be followed for the promotion of CSR to stakeholders through social media. The third stage talks about results ensured in the form of brand building and ensuring market growth.

Stage I (Proactively fulfilling social responsibility by going beyond expectations)

A company for their successful CSR performance should be engaged in two level CSR activities based on ideas which can strengthen the foundation of CSR specified in the figure-1. For example, the first level involves basic social responsibilities and the second level involves voluntary social responsibilities. The first level activities help in winning community confidence, and further it improves the charm through second level activities. Satisfying these two levels of performing CSR activities of any type, can add to the value of the company which at later stage, will be generating results.

Stage II (Promotion of CSR activities to Stakeholders)

Social media engagement tool offers a progressive approach to the stakeholder's participating on discussion in CSR performance for the sustained corporate growth. It can widen the reach, generate new thoughts, yield results in specified time and provide regular reactions. Social media engagement can increase the possibility of contribution and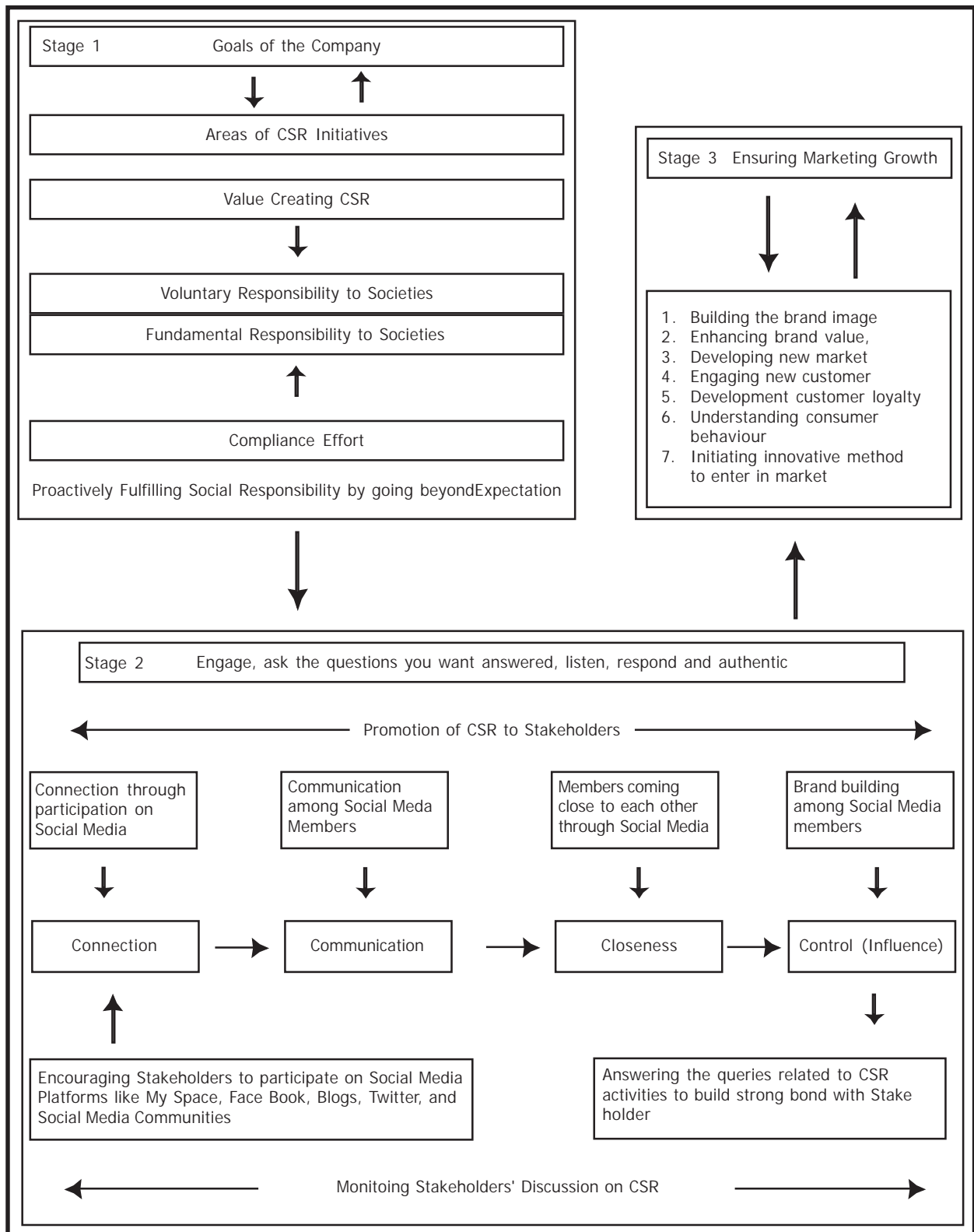 feedback which is very useful for decision maker to capture thoughts. There are numbers of things to think which can activate social media engagements.

Communication on CSR through social media requires implementation of clear vision. Vision and objectives of discussion in this platform should be very much clear from the very beginning so that this should be able to promote image end credibility of the company and brand. Another important thing is required to identify Stakeholders and Online Communities (Taiga Company, 2013). Stakeholders or the community members which are the target group, can be centered for CSR communication. These formalities lead to the social media process.

CSR communication process starts with encouragement of stakeholders or community members to participate in digitalized activities of social media platforms like MySpace, facebook, Blogs, Twitter, and social media (Ahuja & Medury, 2011, Acker, et. al., 2011). The process could be understood from figure-1 which explains the connection of stakeholders for CSR communication on the social media platform. The connection is established to observe and discuss the company's CSR initiatives (Singh, et. al., 2010). Stakeholder's participation either in the form of CSR observations or discussions deepends on use and dealings (Connection and Communication) to develop affinity and to champion causes.

A customer/ community member/ stakeholder after the login in the social media platform can reach the home page of the company (scrap arrives immediately) or CSR initiative page from where the customer can browse or follow navigation to collect CSR information on various issues undertaken by the company. Afterwards the participant reaches the next stage of Connection.

Figure 1

Stage 1   Goals of the Company

↓ ↑

Areas of CSR Initiatives

Value Creating CSR

↓

Voluntary Responsibility to Societies

Fundamental Responsibility to Societies

↑

Compliance Effort

Proactively Fulfilling Social Responsibility by going beyondExpectation

Stage 3   Ensuring Marketing Growth

↓ ↑

1. Building the brand image
2. Enhancing brand value,
3. Developing new market
4. Engaging new customer
5. Development customer loyalty
6. Understanding consumer behaviour
7. Initiating innovative method to enter in market

Stage 2   Engage, ask the questions you want answered, listen, respond and authentic

← Promotion of CSR to Stakeholders →

Connection through participation on Social Media	Communication among Social Meda Members	Members coming close to each other through Social Media	Brand building among Social Media members
↓	↓	↓	↓
Connection →	Communication →	Closeness →	Control (Influence)

↑

Encouraging Stakeholders to participate on Social Media Platforms like My Space, Face Book, Blogs, Twitter, and Social Media Communities

↓

Answering the queries related to CSR activities to build strong bond with Stake holder

← Monitoing Stakeholders' Discussion on CSR →

The Stakeholder or the community member starts collecting CSR information on various issues (Singh, et. al., 2010) undertaken by the company after establishing the connection on the social media page. To see whether the CSR activity is relevant, fruitful for the society, or interesting, he starts Communication with the available community members. Efficient communication requires a learned staff of the company to join the discussion, answer questions, satisfying, probe further on comments and thank your supporters. Leaving and receiving, encouraging comments on CSR activities, stakeholders and community members creates interest to carry on online communication on CR initiatives with the available community associates (Singh et. al, 2010).

The Company staff who can respond quickly with answers, accurate information and can thread the interaction, should be selected for the purpose. Threaded interaction of community members on CSR initiatives through social media platform, generate closeness towards company/product and other social members. After finding the community member's threaded interaction on CSR activities and performance, the company staff should take the initiative to control discussion by directing it on the company's CSR initiatives and products. He should not let any critical or unsupportive question, unanswered (Singh, et. al., 2010). The company staff can control the conversation in social media by surfacing new ideas, getting feedback on specific issues and by aligning the answers of the questions with company's core CSR issues (Ahuja, et. al., 2011).

Ensuring Marketing Growth

This type of discussion will help the company in finally building the brand image, enhancing brand value, developing new market, engaging new customer, developing customer loyalty, understanding consumer behavior and initiating innovative methods to enter in markets. Observing online conversation (negative and positive) of community members facilitates the company to understand the mood of stakeholders about CSR initiatives and at the same time helps in anticipating potential hot spots so that the CSR initiatives can be given right direction (Ahuja & Medury, 2011).

It is very clear that members of Social media community can smell spin from a mile away. As with all of CSR communications, the voice in social media should be true to the company's values and aspirations (Mandelstein N, 2013) and only then the kind of results expected can be achieved. The start of result oriented discussion gives the base to the company to understand challenges and methods to address it.

Conclusion:

The Social media is one of the most influential modes of deliberation of points on issues concerning the stakeholders and the public in general. This channel since decades is used for informing interested community and now can be used for not only the company's brand building and marketing but also motivating the public to get involved in CSR interests through opinion and assessments on such activities. This in turn will help build the brand image and ensure the market growth.

But after the modification of fifty-seven-year old Companies Act of 1956 in the year 2013 by adding clause 135, it has now become mandatory for Indian companies to perform CSR. In this situation, Indian companies require to make use of the CSR expenditure for the brand building and market growth. The challenge is to search the communication vehicle with less expenditure than conventional media and the only hope is the social media (Boynton 2013). The affordable social media has the strength to reach millions of stakeholders and well wishers in less time throughout the world to build a brand and ensure market growth. One can conclude by saying that the corporate can use the power and vitality of social media which can help brand building and market growth as detailed in the paper.

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