

# Social Responsibility: A Case study of Big Bazaar Zirakpur

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**Abstract-** *The basic objective of every business is to earn profit. But business is the part of society, so it cannot ignore society. It has to fulfill its obligations towards society. Now a day's companies and financial institution is not only focussing on accelerating the growth of economy but also they are contributing to society by making lively environment as well as sustainable social development. In the present Era, a business cannot survive for a long time by pursuing only the economic objectives, now the business must perform their social responsibility towards different groups. Social responsibility is the obligation of businessmen towards the society. Businessmen should recognize and understand the aspirations of society in which they carry on their business. These day's trends show that almost all companies are taking steps for becoming responsible toward society. This Paper highlighted that whether "Big Bazaar" situated in Zirakpur (Punjab) perform their social responsibility or not towards consumer and society.*

**Keywords:** Social responsibility, Business, Environment, Obligation, CSR

## 1. INTRODUCTION

The term CSR acronym as Corporate Social Responsibility refers to the Voluntary obligation towards society by the corporate bodies or the business organizations, such as obligations towards society, community, government, and other stakeholders. It is one of the important citizenship behavior by the corporate bodies towards society thereby they can promote social welfare and creates

a harmonious bond between business and society for growth and development of both societies as well as business.

The initiative taken by corporate bodies relating to Corporate Social Responsibility through different social security schemes helps to create corporate image and reputation to the organization. The investment in social welfare activities by the corporate bodies with different schemes helps to achieve overall growth and development of society.

Every business operates within a society. It uses the resources of the society and depends on the society for its functioning. This creates an obligation on the part of business to look after the welfare of society. So all the activities of the business should be such that they will not harm, rather they will protect and contribute to the interests of the society. Corporate social responsibility is defined as the serious attempt to solve problems caused wholly or in part by the corporation. Organizations also have specific responsibilities to their customers in terms of producing and marketing goods and services that offer functionally, safety and value to local communities, which can be greatly affected by the actions of resident organizations. According to self interest approach this is a long term perspective that suggests corporations should conduct

themselves in such a way in the present as to assure themselves of a favorable operating environment in the future.

## 2. BIG BAZAAR

Founded in 2001, Big Bazaar is one of the oldest and largest hypermarkets chain of India, housing about 250+ stores in over 120 cities and towns across the country. The retail chain was founded by Kishore Biyani under his parent organisation Future Group.

Big Bazaar Pvt., Ltd operates a hypermarket that offers fashion and general merchandise such as home furnishings, utensils, crockery, cutlery, sports goods, electronics, toys, footwear, men's and women's apparel, accessories such as sunglasses, watches, and handbags, luggage, fruits, vegetables, and stationary products. The company sells its products through its retail stores located nationwide. Big Bazaar Pvt., Ltd was founded in 2001 and is based in Mumbai, India. The company operates as a subsidiary of Future Retail Limited.

### CSR POLICY OF BIG BAZAAR

The CSR Policy of the Company inter-alia includes CSR activities to be undertaken by the Company in line with Schedule VII of the Companies Act, 2013 ('the Act'). During the year under review, "Sone Ki Chidiya" Foundation Trust has been set up with an objective to consolidate and merge the CSR funds at Future Group level so that the combined corpus from all the group entities

Future Group targets long-term sustainability in its businesses through three aspects



Inclusive  
Growth



Community-driven  
development



Environmental  
Responsibilities

required to do CSR spent as per applicable provisions of the Act, would help in undertaking better and larger CSR initiatives.

### At the Heart of Future Group's ethos

At Future Group, corporate social responsibility, inclusive growth and sustainability are at the core of our strategy and business practices. This reflects in our commitment to the community, environment and to every stakeholder in building a stronger foundation for our long-term, sustainable growth.

We believe modern organized retail has the power to strengthen the economy, create grass root employment and contribute significantly to social inclusion. As India's premier retail player and one of India's leading home-grown business houses, Future Group is present across the consumption value chain. Through millions of customers and thousands of suppliers, we are conscious of the economic, social and environmental impact of our activities.

We believe the challenges of inequity in our robust and growing domestic economy need to be tackled through sustainable development. Consequently, our principles are focussed on two main areas: integrating sustainable development into business activities and promoting sustained economic development for the country.

## 2. REVIEW OF LITERATURE

**1.Gond, Crane (2008)**, made an analysis on the distortion of corporate social performance concept. The research analyzed that the past researches and found some reason of emerging fall in the interest of corporate social performance research among the scholars. The paper also suggested models on the basis of which the researcher explained that why the CSP concept has lost its importance and development.

**2.Babalpreet kaur (2017)**, study entitled as “ Social Responsibility :A Case study of Reliance Fresh” depicted that customers of the RELIANCE FRESH are highly satisfied with the responsibility of solving social problem, with the regular supply of goods, with the price offer by RELIANCE FRESH.

**3.Bhuvaneshwari .M & et al (2015)** has stated that Corporate social responsibility is the commitment of business to contribute to sustainable economic development working with employees, their families, the local community, and society at large to improve the quality of life, in ways that are both good for business and good for development..

**4.Nisha Subhash Khurana( 2017 )** has mentioned that the business 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 in the concept of Corporate Social Responsibility (CSR).

## 4. OBJECTIVES OF THE STUDY

1.To examine the significant role of “Big Bazaar” to build Society.

2. To understand the consumer perception about “Big Bazaar” .

3. To study the factors that makes the “Big Bazaar” socially responsible.

4. To know the demographic features of the consumers of “Big Bazaar”.

5. To study the growth and development of “Big Bazaar”.

6. To study the buyers behaviour towards the service quality.

7. To study the benefits derived by consumers from CSR of “Big Bazaar”.

## 5.RESEARCH METHODOLOGY

### 5.1 DATA COLLECTION

#### a) PRIMARY SOURCES

Responses collected with the help of the schedule administered to the customers of “BIG BAZAAR” are the main primary source of data for this research .

#### b) SECONDARY SOURCES

The secondary data is collected from different sources like annual reports published by the company, articles published in newspapers, journals, textbooks, internet sources, different academic websites and research papers published in online journals etc.

### 5.2 SAMPLE FRAME

The sample size was put 50 chosen from various groups. Stratified random sampling system has been followed to select the customers of “BIG BAZAAR”.

### 5.3 TOOLS FOR DATA COLLECTION

A questionnaire with a set of questions was constructed and administered to the sample of the customers of “BIG BAZAAR” and society. The data collected through schedules have

been processed and the results are analyzed by using the percentiles.

#### 5.4 DATA ANALYSIS

Determinants of social responsibility	No. of Highly satisfied people	No. of Satisfied people	No. of Dissatisfied People	No. of Highly dissatisfied people	Total
Regular supply of goods	30	10	7	3	50
Satisfied with the price	25	13	9	3	50
Method of Selling	18	22	9	1	50
Offer new Goods	20	17	11	2	50
Satisfied with the attitude	28	10	2	10	50
Provide basic Amenities	38	8	3	1	50
Abide the rules and regulations	27	8	9	6	50
Provide safe Items	30	9	8	3	50
Help to the weaker section	26	10	4	10	50
Protect the Environment	32	8	5	5	50
Handling your Complaints	40	5	5	0	50
Employment Opportunity	36	6	4	4	50
Sell goods According to Want	20	10	10	10	50
Promote national integration	24	16	7	3	50
Preserving social and cultural values	20	17	13	10	50

(Source: Primary data collected on the basis of Questionnaire from personal interviews from customers, and experts)

#### DATA ANALYSIS IN PERCENTAGE FORM

Determinants of social responsibility	No. of Highly satisfied people (%)	No. of Satisfied people (%)	No. of Dissatisfied people (%)	No. of Highly dissatisfied people (%)	Total of percentage
Regular supply of goods	60	20	14	6	100
Satisfied with the price	50	26	18	6	100
Method of Selling	36	44	18	2	100
Offer new Goods	40	34	22	4	100
Satisfied with the attitude	56	20	4	20	100
Provide basic Amenities	76	16	6	2	100
Abide the rules and regulations	54	16	18	12	100
Provide safe Items	60	18	16	6	100
Help to the weaker section	52	20	8	20	100
Protect the Environment	64	16	10	10	100
Handling your Complaints	80	10	10	0	100
Employment Opportunity	72	12	8	8	100
Sell goods According to want	40	20	20	20	100
Promote national integration	48	32	14	6	100
Preserving social and cultural values	40	34	26	20	100

## 6. FINDINGS OF THE STUDY

1. BIG BAZAAR is very conscious in providing regular supply of goods as 60 percent of the customers are highly satisfied with this.
2. 50% are highly satisfied and 26 are satisfied with the price offer by BIG BAZAAR.
3. 56 % customers are highly satisfied with the attitude of salesperson .
4. 76% customers are highly satisfied with the facilities like drinking

water, washrooms etc. provided by the organization.

5. 60% customers are highly satisfied with the concept that it provides safe items to customers.
6. 64% customers highly believe that it protects the environment & works for its betterment.
7. 80% customers are in support of this concept that its salesperson welcomes their complaints with warmth & politeness.
8. 72% customers say that it provides more employment options as compared to other stores.

## 7. SUGGESTIONS

1. The Store should use the best method of selling, more improvement options can be used.
2. The Store should offer more new & innovative products to customers.
3. The Store should put more efforts to help the weaker section of the society.
4. The Store should sell goods according to the wants of the customers.
5. The Store should promote national integration & put more efforts in preserving our social & cultural values.

## 8. CONCLUSION

Corporate Social Responsibility (CSR) has been described in the study is the contribution of business towards the society since they utilize the resources of the society. This paper is an attempt to present the role of Big Bazaar in performing their social responsibilities towards society. As per the analysis of the above table it can be

concluded that Big Bazaar is putting its best to fulfill their social responsibility but there is a chance for further improvements. It can further improve its efforts to help the weaker section of the society, can initiate more programmes for promoting national integration & maintain our social & cultural values.

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