

**Title: CSR in the global business environment: a comparative evaluation of social marketing initiatives of leading FMCG companies in New Zealand**

Proposal Sample

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## **1.1 Research Background:**

Schuz (2012) has mentioned that corporate social responsibility is defined as a vast number of practices, policies and programs that are integrated into operations of business, supply chains and processes of decision making all over the firm practices and in all places wherever they perform business and it also involve responsibility for the past and present actions as well as future influences on the business. According to Khan (2012) fast moving consumer goods involve multinational as well as domestic firms. These firms are performing business of selling fast moving consumer good products ranging from personal care like hair oil, shampoo, soaps, body lotions, fabric and home care like laundry soaps, detergents, to food products like jams, biscuits, fruit juices, etc. The major challenges of corporate social responsibility for fast moving consumer goods firms are decrease in the utilization of material packing; protection of environment; and direct stakeholders healthcare at the areas of manufacturing, waste material recycling, etc. Ghosh and Ghosh (2011) have described that several fast moving consumer goods are investing huge amount of money on their CSR programs through their different initiatives of corporate social responsibility model of directions. Organizations are acquiring huge amount of effort for corporate social responsibility programs but from consumer's perspective that is how, why and what kind of consumer purchases product, it also discusses about which corporate social responsibility program is much impacting from consumer viewpoint in nowadays scenario. Van de Ven (2008) has stated that a lack of awareness of among the customer in organization's corporate social responsibility practices does not permit firms to enjoy the benefits. Only if firms inform the customers appropriately about their corporate social responsibility initiatives then only they will acquire the advantages of their investments in corporate social responsibility. Data about the corporate social responsibility activities of firms is used to compensate the firms which are responsible socially for buying their products and punishes irresponsible firms by avoiding any buying of their products. Therefore organizations must permit certain concern for developing the levels of awareness about their engagement of corporate social responsibility.

Thus it can be inferred that if ever business organization initiates acquiring initiatives of corporate social responsibility practices the planet will be an excellent place to reside in.

## **1.2 Problem Statement:**

Nowadays business is carrying out social responsibility towards society that is known as corporate social responsibility. Efficient corporate social responsibility initiatives must be carried out by maintaining entire issues of stakeholders involving ethical, legal, commercial and other expectations which the society has for the business. The corporate social responsibility initiatives are carried out by several firms particularly for fast moving consumer goods where the leading challenge is packaging materials

reduction, moreover these firms are also performing work in the field of health care, environment, community welfare, education, girl child care and empowerment of women. Initiatives of corporate social responsibility ranging from small donations to larger projects for sustainable practices of social welfare vary from firms to firms relying on the resources that are feasible to a firm for carrying out sustainable practices. Successful firms are attempting to satisfy their CSR through different social projects. This study evaluates about the corporate social responsibility practices in global business surroundings a comparative evaluation of social marketing initiatives of leading fast moving consumer goods firms in New Zealand.

### 1.3 Aims and Objectives of the study:

#### 1.3.1 Aims:

The main aim of the study is to examine about the role of CSR in the global business environment and compare the social marketing initiatives taken by the leading FMCG companies of New Zealand namely, FGC, Griffins and Hay Group respectively and identify which among the three hold best in terms of acting socially responsible

#### 1.3.2 Objectives:

- i. To examine the role of CSR in FMCG companies in New Zealand?
- ii. To identify the various social marketing initiatives of CSR adapted by the FMCG companies, FGC, Griffins and Hay Group
- iii. To identify the benefits that CSR renders to the target FMCG firms in New Zealand
- iv. To explore the challenges encountered by the target FMCG companies in New Zealand in implementing CSR activities
- v. To find out which among the three companies FGC, Griffins and Hay Group perform well in terms of exhibiting better social responsibility
- vi. To propose strategies that have to be adopted FMCG companies in New Zealand in order to enhance their CSR activities

### 1.4 Literature Review:

Author	Year	Paper Name	Findings of the study
Shinde	2014	Study on the Impact of CSR Program on	This study examines the impact of corporate

		<p>consumers buying behavior for FMCG products in Mumbai</p>	<p>social responsibility program on buying behavior of consumers towards FMCG firm products. It also serves as a motivation to firms that provide corporate social responsibility program for the requirements of CSR as a sustainability factor.</p>
<p><b>Krishnankutty, Kalathiparambil and Shankar</b></p>	<p><b>2007</b></p>	<p>Integrating Corporate Social Responsibility with Business Process An Overview of FMCG and IT Sector</p>	<p>This study analyzes how firms and respective sectors understood corporate social responsibility and the activities within the sector among the selected firms. The study findings recommend that as firms carry out initiatives of corporate social responsibility to mention numerous problems facing their society it has a positive influence on their economic and business performance.</p>
<p><b>Sharma and Sharma</b></p>	<p><b>2014</b></p>	<p>Evaluation of Corporate Social Responsibility of FMCG Companies</p>	<p>The main objective of this study is to evaluate how corporate social responsibility practices</p>

			undertaken by Fast Moving Consumer Goods firms are engaged in their value system. The outcomes of this study reveal that corporate social responsibility practices of these firms are developed properly.
<b>Ocran</b>	<b>2011</b>	THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY(CSR) ON PROFITABILITY OF MULTINATIONAL COMPANIES. A CASE STUDY OF NESTLE GHANA LIMITED	The main objective of this study is to perceive different corporate social responsibility activities undertaken by MNCs in Ghana and how these corporate social responsibility programs influence the profitability of an organization.
<b>Sharma and Kiran</b>	<b>2012</b>	Corporate Social Responsibility Initiatives of Major Companies of India with Focus on Health, Education and Environment	This study has made a trial to perceive the progress and status and initiatives made by big companies of India in context to corporate social responsibility policy implementation and framing.

### **1.5 Research Methodology:**

This study adapts positivism as the research paradigm. This study adopts interpretivism since this study conduct interviews with the managers of FMCG companies in New Zealand. This study adopts qualitative research. Qualitative research is used in this study since it gathers data in textual format rather than in numerical format. This study adapts descriptive research design since it gathered detailed data about the CSR initiatives adopted in FMCG companies in New Zealand. This study adopts convenience sampling for a qualitative study since the interview technology is the basis for the study to gather data. The sampling units are the 3 FMCG companies namely FGC, Griffins and Hay Group in New Zealand. This study compares the social marketing initiatives of the 3 FMCG companies. The target population of this study of qualitative research is 15 managers from the target FMCG companies in New Zealand. The data is gathered by providing open-ended questionnaires to the respondents by meeting them at their respective workplaces. Further the data collected would be analyzed using simple textual interpretation.

### **1.6 Research Questions:**

The research questions of the study are as follows

- 1) What is the role of CSR in FMCG companies in New Zealand?
- 2) What are the social marketing initiatives of CSR adapted by the FMCG companies, FGC, Griffins and Hay Group?
- 3) What are the benefits that CSR renders to the target FMCG firms in New Zealand?
- 4) What are the challenges encountered by the target FMCG companies in New Zealand in implementing CSR activities?
- 5) Which among the three companies FGC, Griffins and Hay Group perform well in terms of exhibiting better social responsibility?
- 6) What are the strategies that have to be adopted FMCG companies in New Zealand in order to enhance their CSR activities?

### **1.7 Limitations of the study:**

- i) This study is limited to New Zealand only.
- ii) This study is limited to fast moving consumer goods only.
- iii) This study compares and evaluates the social marketing initiatives of leading FMCG companies namely FGC, Griffins and Hay Group in New Zealand exclusively.

## 1.8 References:

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