

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJR
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4767 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	COST AND RETURN ANALYSIS OF PADDY UNDER ORGANIC FARMING <i>DR. K. THIRIPURASUNDARI, R. SWARNA & S. V. DIVYA</i>	1
2.	A MONTE CARLO RISK ANALYSIS OF THE REAL TIME GROSS SETTLEMENT SYSTEM OF FUND TRANSFER IN ZAMBIA <i>MUDENDA COLLINS & KRISTEN KOMBE</i>	4
3.	SOCIO-DEMOGRAPHIC, ECONOMIC AND LIVING CONDITIONS OF THE TRIBAL WOMEN: A STUDY IN THE AGENCY AREA OF KHAMMAM DISTRICT OF TELANGANA STATE <i>G. JANARDHAN & DR. S. RADHA KRISHNA</i>	12
4.	SOCIO – ECONOMIC CONDITION OF WOMEN ENTREPRENEURS THROUGH SHGS IN KANCEPURAM DISTRICT OF TAMIL NADU <i>DR. P. RAJA & V. R. RADHAAKRISHNAN</i>	15
5.	SOCIAL INSECURITY IN KERALA: SOME REFLECTIONS OF CONSUMERISM <i>DR. ABDULLA M.P</i>	18
6.	DETERMINANTS OF DIVIDEND POLICY WITH SPECIAL REFERENCE TO SELECTED HOUSING FINANCE CORPORATIONS IN INDIA <i>DR. V. MOHANRAJ & S. SOUNTHIRI</i>	21
7.	JOB SATISFACTION AS A FACTOR FOR EMPLOYEE RETENTION: CIVIL ENGINEERS IN CHENNAI <i>DR. S. MEENA & JERINCE PETER</i>	25
8.	AN ECONOMIC STUDY OF SELECT FISCAL INDICATORS PERTAINING TO KARNATAKA ECONOMY FROM 2000-01 TO 2011-12 <i>MONICA M & VIJAYA PRIYA S</i>	28
9.	RURAL MARKETING STRATEGIES OF PEPSICO AND COCA-COLA <i>A. KALAIMOHAN</i>	37
10.	WHAT AFFECT SLOGANS? <i>WAN-CHEN WANG</i>	41
11.	REVIVAL OF MSME'S IN INDIA: A STEP TOWARDS SUSTAINABLE DEVELOPMENT <i>DR. NIDHI SRIVASTAVA & GAGANDEEP CHADHA</i>	46
12.	ECONOMIES OF SCALE: AN EVIDENCE FROM CROSS SECTIONAL ANALYSIS OF FIRMS IN INDIAN TEXTILE INDUSTRY <i>CMA. POTHARLA SRIKANTH & VIJAYALAXMI B</i>	50
13.	INCLUSIVE GROWTH AND THE INFORMAL SECTOR: A STUDY OF THE FEMALE DOMESTIC WORKERS IN SOUTH 24 PARGANAS, WEST BENGAL <i>SANGHITA BHATTACHARJEE</i>	55
14.	THE ECONOMIC REASONS OF RURAL TO URBAN LABOUR MIGRATION: A STUDY ON MURSHIDABAD DISTRICT OF WEST BENGAL <i>SRIPARNA GUHA</i>	60
15.	EMPLOYMENT ELASTICITY OF INDIA: A STUDY OF PRE AND POST-REFORM PERIODS <i>DR. A. VAMSI KRUSHNA</i>	63
16.	GROUND WATER: POTENTIAL AND CONSTRAINTS <i>DR. N. SWAMINATHAN</i>	66
17.	CUSTOMER RELATIONSHIP MANAGEMENT (CRM): A STUDY OF J&K BANK AND HDFC BANK <i>RIZWANA KHURSHID & DR. ASHFAQ AHMAD</i>	68
18.	SOCIAL RESPONSIBILITY: A CASE STUDY OF VISHAL MEGA MART SOCIAL RESPONSIBILITY <i>DR. NARENDRA KUMAR</i>	70
19.	AN ANALYSIS OF INDIA'S TRADE RELATIONS WITH THAILAND <i>ANJU RANI</i>	75
20.	CULTURAL SUSTAINABILITY IN KERALA VIA TOURISM <i>SHIJI O.</i>	80
	REQUEST FOR FEEDBACK & DISCLAIMER	83

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

FORMER CO-EDITOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgement from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

SOCIAL RESPONSIBILITY: A CASE STUDY OF VISHAL MEGA MART SOCIAL RESPONSIBILITY

DR. NARENDRA KUMAR
PGT COMMERCE
KENDRIYA VIDYALAYA
DINJAN

ABSTRACT

Now a day's companies and financial institution is not only focusing on accelerating the growth of economy but also they are contributing to society by making lively environment as well as sustainable social development. Basically, the term social responsibility means obligations of the business persons towards upliftment of the society. According to Joseph w. McGuire "The idea of social responsibility supposes that the corporation has not only economic and legal obligations but also certain responsibilities to society which extend beyond these obligations". Business is the most important organ of the society so it must try to strengthen the business. 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 toward 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. This Paper highlighted that whether "VISHAL MEGA MART" situated in Tinsukia (Assam) perform their social responsibility or not towards consumer and society.

KEYWORDS

social responsibility, customers, society, community, goods and services.

INTRODUCTION

Social is a term which includes the different groups of the society like Consumers, Employees, Government, Community, Suppliers etc. And the term responsibility means obligations towards all the interested groups like Consumers, Employees, Government, Community and Suppliers etc. According to Howard R. Bowen "Social Responsibility refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action, which are desirable in terms of the objectives and values of our society."

Business is no longer a mere economic institution but it is also a social institution and businessmen are the trustees of different social groups. Although business is an economic activity so it must have primary and basic aim of earning profit and creation of wealth but at secondary level it must try to assume its social responsibilities so that it can earn goodwill and survive in market for a long time. Any organization, which successfully operates in socio-economic environment, needs self-regulation to maintain control over its standards. Self -Regulation is a process whereby an organization is asked, or volunteers, to monitor its own adherence to legal, ethical, or safety standards.

NEED FOR THE STUDY

The era of the social enterprises is upon us. More so than ever before, the most successful, respected, and desirable businesses exist to do much more than make money; they exist to use the power of business to solve social and environmental problems. Socially responsible businesses not only provide sustainable business models, but also have improved marketing, employee recruitment, employee satisfaction, legal treatment, customer loyalty, brand perception, and richer partnerships. So an attempt is made to evaluate that "VISHAL MEGA MART" is socially responsible or not.

OBJECTIVES

1. To study the different social responsibility
2. To know that "VISHAL MEGA MART" fulfill their responsibility
3. To suggest the factors that makes the "VISHAL MEGA MART" socially responsible.

DATA COLLECTION**PRIMARY SOURCES**

Responses collected with the help of the schedule administered to the customers of "VISHAL MEGA MART" are the main primary source of data for this research work.

SECONDARY SOURCES

The secondary sources of data are collected from the several structured interviews, and unstructured interviews which have also been conducted with experts on the subject and also a number of persons who are connected in one way or other, either directly to the customers of "VISHAL MEGA MART".

SAMPLE FRAME

The sample size was put 80 chosen from various groups. Stratified random sampling system has been followed to select the customers of "VISHAL MEGA MART".

TOOLS FOR DATA COLLECTION

A questionnaire with a set of questions was constructed and administered to the sample of the customers of "VISHAL MEGA MART" and society.

TOOL FOR ANALYSIS

The interview schedule method is used for gathering data which are relevant for the study conducted of the customers of "VISHAL MEGA MART" and society. The data collected through the schedules from primary sources have been processed and the results are analyzed using the percentiles.

ANALYSIS**SOCIAL RESPONSIBILITY TOWARDS CUSTOMERS**

Question no. 1: Do you think that they provide safe items to you?		
Opinion	No.of people	%
Highly satisfied	46	38.3
Satisfied	52	43.3
Dissatisfied	20	16.7
Highly dissatisfied	2	1.7
Total	120	100.0

38.3% persons are highly satisfied; 43.3% persons are satisfied with the opinion that "VISHAL MEGA MART" provides safe items to them but 16.7% persons are dissatisfied while 1.7% persons are highly dissatisfied.

Question no. 2: Do you satisfy the price they offer to you?		
Opinion	No.of people	%
Highly satisfied	16	13.3
Satisfied	47	39.2
Dissatisfied	40	33.3
Highly dissatisfied	17	14.2
Total	120	100.0

13.3% persons are highly satisfied; 39.2% persons are satisfied with the price of goods which is offered by 'VISHAL MEGA MART' but 33.3% persons are dissatisfied while 14.2% are highly dissatisfied.

Question no. 3: Do you feel satisfy with the regular supply of goods & services?		
Opinion	No.of people	%
Highly satisfied	22	18.3
Satisfied	50	41.7
Dissatisfied	38	31.7
Highly dissatisfied	10	8.3
Total	120	100.0

18.3% persons are highly satisfied, 41.7% are satisfied with the regular supply of goods and services but 31.7% persons are dissatisfied with this while 8.3% are highly dissatisfied.

Question no. 4: Do you satisfied with the attitude when you asked them regarding the use of the product?		
Opinion	No.of people	%
Highly satisfied	29	24.2
Satisfied	30	25.0
Dissatisfied	46	38.3
Highly dissatisfied	15	12.5
Total	120	100.0

24.2% persons are highly satisfied, 25% are satisfied with the attitude of the seller when customer asked them regarding the use of product but 38.3% person are dissatisfied with this while 12.5% persons are highly dissatisfied.

Question no. 5: Do you satisfied with their treatment for handling your complaints and grievances?		
Opinion	No.of people	%
Highly satisfied	29	24.2
Satisfied	32	26.7
Dissatisfied	33	27.5
Highly dissatisfied	26	21.7
Total	120	100.0

24.2% persons are highly satisfied; 26.7% are satisfied with the treatment for handling customer complaints and grievances but 27.5% are dissatisfied while 21.7% are highly dissatisfied.

Question no. 6: Opinion regarding seller's method of selling product.		
Opinion	No.of people	%
Highly satisfied	25	20.8
Satisfied	37	30.8
Dissatisfied	39	32.5
Highly dissatisfied	19	15.8
Total	120	100.0

20.8% persons are highly satisfied; 30.8% persons are satisfied with seller's method of selling product but 32.5% are dissatisfied while 15.8% are highly dissatisfied.

Question no. 7: Seller provides the product as per your need and requirement.		
Opinion	No.of people	%
Highly satisfied	33	27.5
Satisfied	46	38.3
Dissatisfied	30	25.0
Highly dissatisfied	11	9.2
Total	120	100.0

27.5% persons are highly satisfied, 38.3% are satisfied with the statement that seller provide the goods as per their need and requirement but 25% are dissatisfied while 9.2% are highly dissatisfied.

Question no. 8: They offer new goods for sale to you.		
Opinion	No.of people	%
Highly satisfied	24	20.0
Satisfied	38	31.7
Dissatisfied	44	36.7
Highly dissatisfied	14	11.7
Total	120	100.0

20% of the persons are highly satisfied 31.7% are satisfied with the opinion that the seller offers new goods for sale to consumer and society but 36.7% are dissatisfied with this statement while 11.7% are highly dissatisfied.

SOCIAL RESPONSIBILITY TOWARDS COMMUNITY

Question no. 9: Do you feel that they try to protect the environment from pollution?		
Opinion	No.of people	%
Highly satisfied	35	29.2
Satisfied	23	19.2
Dissatisfied	39	32.5
Highly dissatisfied	23	19.2
Total	120	100.0

29.2% persons are highly dissatisfied, 19.2% are satisfied that they feel that the seller tries to protect the environment from pollution but 32.5% are dissatisfied while 19.2% are highly dissatisfied.

Question no. 10: Provide more employment opportunity.		
Opinion	No.of people	%
Highly satisfied	16	13.3
Satisfied	41	34.2
Dissatisfied	38	31.7
Highly dissatisfied	25	20.8
Total	120	100.0

13.3% persons are highly satisfied, 34.2% are satisfied with the opinion that the organization provide more employment opportunity but 31.7% persons are dissatisfied with this while 20.8% are highly dissatisfied.

Question no. 11: They promote national integration.		
Opinion	No.of people	%
Highly satisfied	21	17.5
Satisfied	36	30.0
Dissatisfied	32	26.7
Highly dissatisfied	31	25.8
Total	120	100.0

17.5% person are highly satisfied, 30% are satisfied with the opinion that organization promote national integration but 26.7% person are dissatisfied while 25.8% are highly dissatisfied.

Question no. 12: They provide basic amenities like drinking water facility, washroom facilities etc		
Opinion	No.of people	%
Highly satisfied	13	10.8
Satisfied	27	22.5
Dissatisfied	44	36.7
Highly dissatisfied	36	30.0
Total	120	100.0

10.8% persons are highly satisfied, 22.5% persons are satisfied with the basic amenities facilities like drinking water facility, washroom facilities but 36.7% persons are dissatisfied while 30% persons are highly dissatisfied.

Question no. 13: Opinion regarding help to the weaker section of the societies.		
Opinion	No.of people	%
Highly satisfied	21	17.5
Satisfied	24	20.0
Dissatisfied	38	31.7
Highly dissatisfied	37	30.8
Total	120	100.0

17.5% persons are highly satisfied; 20% persons are satisfied with the opinion regarding help to the weaker section of the society but 31.7% persons are dissatisfied while 30.8% persons are highly dissatisfied.

Question no. 14: Are they preserve social and cultural values?		
Opinion	No.of people	%
Highly satisfied	23	19.2
Satisfied	40	33.3
Dissatisfied	42	35.0
Highly dissatisfied	15	12.5
Total	120	100.0

19.2% persons are highly satisfied, 33% persons are satisfied with the opinion regarding that they preserve social and cultural values but 35% persons are dissatisfied while 12.5% persons are highly dissatisfied.

Question no. 15: They sold quality product to some rich people or officers only.		
Opinion	No.of people	%
Highly satisfied	19	15.8
Satisfied	28	23.3
Dissatisfied	22	18.3
Highly dissatisfied	51	42.5
Total	120	100.0

15.8% persons are highly satisfied; 23.3% persons are satisfied with the opinion regarding that they sold quality product to some rich people or officer only but 18.3% persons are dissatisfied while 42.5% persons are highly dissatisfied.

Question no. 16: They abide the rules and regulations and laws of the government.		
Opinion	No.of people	%
Highly satisfied	25	20.8
Satisfied	41	34.2
Dissatisfied	41	34.2
Highly dissatisfied	13	10.8
Total	120	100.0

20.8% persons are highly satisfied, 34.2% persons are satisfied with the opinion regarding that they abide the rules and regulations and laws of the government but 34.2% persons are dissatisfied while 10.8% persons are highly dissatisfied.

Question no. 17: They try to help in solving social problems.		
Opinion	No.of people	%
Highly satisfied	15	12.5
Satisfied	28	23.3
Dissatisfied	39	32.5
Highly dissatisfied	38	31.7
Total	120	100.0

12.5% persons are highly satisfied; 23.3% persons are satisfied with the opinion regarding that they try to help in solving social problems but 32.5% persons are dissatisfied while 31.7% persons are highly dissatisfied.

Question no. 18: They co-operate in planning , investigating and administrative activities of the government.		
Opinion	No.of people	%
Highly satisfied	21	17.5
Satisfied	32	26.7
Dissatisfied	38	31.7
Highly dissatisfied	29	24.2
Total	120	100.0

17.5% persons are highly satisfied, 26.7% persons are satisfied with the opinion regarding that they co-operate in planning investigating and administrative activities of the government but 31.7% persons are dissatisfied while 24.2% persons are highly dissatisfied.

Question no. 19: They try to sale the goods which you want.		
Opinion	No.of people	%
Highly satisfied	28	23.3
Satisfied	38	31.7
Dissatisfied	39	32.5
Highly dissatisfied	15	12.5
Total	120	100.0

23.3% persons are highly satisfied; 31.7% persons are satisfied with the opinion regarding that they try to sale the goods which they want to sold but 32.5% persons are dissatisfied while 12.5% persons are highly dissatisfied.

Question no. 20: They increase employment facility.		
Opinion	No.of people	%
Highly satisfied	16	13.3
Satisfied	24	20.0
Dissatisfied	59	49.2
Highly dissatisfied	21	17.5
Total	120	100.0

13.3% persons are highly satisfied; 20% persons are satisfied with the opinion regarding that they increase the employment facility but 49.2% persons are dissatisfied while 17.5% persons are highly dissatisfied.

FINDINGS

In case of social responsibility towards customer 81.6% customers of the VISHAL MEGA MART are satisfied with the safety of items, 52.5% are satisfied with the price which VISHAL MEGA MART offer for the commodities, 60% are satisfied with the regular supply of the goods, 49% are satisfied with the attitude of seller, 51% are satisfied with the complaint and grievances system of the VISHAL MEGA MART, 52% are satisfied with the method of selling 66% are satisfied with the view that goods are sold to them as per their need and requirement, 52% are satisfied that new goods are offer to them for sale.

In case of social responsibility towards community only 48% persons are satisfied with the statement that VISHAL MEGA MART protect environment from pollution, only 47.5 % are satisfied with the employment opportunity which VISHAL MEGA MART offers, only 47.5% persons are satisfied with the opinion that VISHAL MEGA MART promote national integration, only 33% persons are satisfied with the washroom and water facility in the VISHAL MEGA MART, only 37.5% persons are satisfied with the statement that VISHAL MEGA MART provide some help to the weaker section of the society, 52.5% are satisfied with the statement that VISHAL MEGA MART try to preserve the cultural and social values, 55% persons are satisfied with the statement that VISHAL MEGA MART abide the rules and regulation of the government, 36% persons are satisfied with the statement that VISHAL MEGA MART tries to help in solving social problems, 44% persons are satisfied with the statement that they help in planning investigating and administrative activities of government, 54% persons believe that they sold that product to the society which they want to sale and only 33% persons are satisfied with the statement that VISHAL MEGA MART increases employment opportunity.

CONCLUSION

As per the result analysis of the above table and diagrams it can be concluded that VISHAL MEGA MART positively fulfill their social responsibility but there is a chances for further improvements.

In case of social responsibility towards society, VISHAL MEGA MART will have to work hard, as per survey and personal interview of the customer we are able to conclude that VISHAL MEGA MART is failed to fulfill their social responsibility towards community and specially washrooms are in very bad condition, so the management of the VISHAL MEGA MART are advised to look for that.

REFERENCES

1. Griffin Ricky W.(Ed) (2002), Management, New Delhi, A.I.T, B.S publishers
2. Moon, J. and Vogel, D: The Oxford Handbook of Corporate SocialResponsibility: Corporate Social Responsibility, Government AndCivil Society in Crane. Oxford: Oxford University Press, 2008.
3. Mullerat, Ramon and Brennan, Daniel: Corporate SocialResponsibility: The Corporate Governance of the 21st Century. TheNetherlands: Kluwer Law International, 2005.
4. Ontiveros, Suzanne R.: Corporate Social Responsibility: ContemporaryViewpoints.AbcClio, 1986.

WEBSITE

5. https://en.wikipedia.org/wiki/Social_responsibility

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

