

## CUSTOMERS PERCEPTION OF CSR IMPACT ON FMCG COMPANIES – AN ANALYSIS

C. Ramu<sup>1</sup> & C. Vethirajan<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Corporate Secretaryship, School of Management, Alagappa University,  
Karaikudi, Tamil Nadu, India

<sup>2</sup>Professor, Department of Corporate Secretaryship, School of Management, Alagappa University, Karaikudi,  
Tamil Nadu, India

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### ABSTRACT

*The Corporate Social Responsibility (CSR) is one emerging conception in India, a concept comparatively new to India, in the companies act 2013 strictly admired to inculcate all companies in CSR activities. It has become a essential practice in trading activities and has also achieved the concentration to a great extent in managing the fast moving consumer goods (FMCG) business ventures. It expedites the arrangements of organization activities along with societal and ethical standards. CSR is assumed as a point of junction, from which various necessary activities would be taken to ensure the growth and development of the society and economy and thereby it uplifts the deprived section people. Acknowledging the fact that making the CSR as a mainstream of the businesses would be an instrument for delivering the social values, particularly in a developed cities such as Chennai, Trichy, Coimbatore and so on. This paper aims at empirically evaluating impact of Corporate Social Responsibility (CSR) on personal care product manufacturing FMCG (Fast Moving Consumer Goods) companies based on the perception of the consumers of personal care products. In addition to evaluating the impact, an attempt is also made here to identify the knowledge of consumers on CSR activities, factors considered by them while giving preference to FMCG brands with CSR activities and extent of gains from CSR as perceived by the consumers in the sample.*

**KEYWORDS:** FMCG, CSR Activities, Customers, Perception, CSR Knowledge