

“IMPACT OF CORPORATE SOCIAL REASONABILITY PRACTICES ON CUSTOMER RELATIONSHIP MAINTENANCE IN CEMENT INDUSTRY: A STUDY OF SELECTED CEMENT UNITS OF VINDHYA REGION”

Sunitarohra¹ & Atulpandey²

¹Research Scholar, Department of Business Administration, A.P.S. University, Rewa, Madhya Pradesh, India

²Professor, Department of Business Administration, A.P.S. University, Rewa, Madhya Pradesh, India

ABSTRACT

This study seeks to examine the effect of Corporate Social Responsibility (CSR) with a focus on relationship maintenance with customers of cement companies. The study is based on primary data collected from 300 respondents of 5 cement manufacturing companies of Vindhya Region. The data was collected through well-structured closed-ended questionnaire and analyzed with percentage, mean and One Way ANOVA for testing the hypothesis. The results indicate that CSR activities affect significantly in maintaining a positive relationship with customers.

KEYWORDS: *Corporate Social Responsibility (CSR), Customer Relation, Stakeholders*

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