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[Business](#), [Company](#)



Corporate Social Responsibility and the Correlated Brand Loyalty: The case of Tesco Industries

Introduction

The paper mainly streams from the growing need of corporate social responsibility (CSR) as a marketing factor and growth determinant of companies in the contemporary society. The modalities of undertaking corporate social responsibility need to be feasible. In this view, the research intends to focus on designing practical interventions. The study suggests that corporate social responsibility encourages professionalism and growth in the firm. The paper provides a desertion to the research proposal that will aim at finding out the best ways that corporate social responsibility can help in fostering development and growth in a company.

General objectives

The research will attempt to establish the best way that companies in the cosmetics industry can interact with the people in a responsible manner to build customers' loyalty. The research will aim at studying the diversity of the people in different political settings while taking care of the social and cultural aspects of the people. Furthermore, to win loyalty of the people, the company's CSR strategies must touch on environmental issues, which highlight the need of undertaking environment friendly activities. In this context, the company will mainly aim at building the loyalty of the customers while taking care of the social, political, and environmental diversity in the market.

Literature Review

Ness (1992) argues that the main ground for undertaking corporate social responsibility is the ethical standard in the competitive market. Arguments of what is ethical and what is not ethical in any organization are highly controversial. This is because what is ethical in one firm may not be ethical in the next firm. Ethical behavior in a company is the uniting factor among the players and employees in the firm. Corporate social responsibility is one of the ethical values that a business, especially a cosmetic business may consider in encouraging goodness, fairness, and standard behavior in the society. The literature argues that the business ethics base on what Aristotle mentioned as being good for the good of the society.

According to Nuttall & Pervan (2013, p. 34), the ethics of the people depend on the behavior and reactions of the people involved in the activities.

Dobson observes that corporate social responsibility assumes a strategic role in building the company's reputation. People will receive the charitable work of a company based on their view of the people in the company. Although Dobson argues that corporate social responsibility and ethics are both arts that depend on the people, some researchers argue that these elements are both philosophies. Ethics form part of the developmental philosophy among the companies and the industry involved (Schuler & Jackson, 2007). Scholars argue that the buildup is a research area that will interest many people, as they will aim at getting the layout of the philosophy and the general meaning of ethics in an organization.

Details of Research

The research first aims at understanding the rationale for the purchasing behavior of the people. This will help the company to know the view of the people towards their product and the general purchasing tendency.

Corporate social responsibility increases the reliability and trust of the customers towards the product and company. The research will also aim at getting the tools used by the company in undertaking corporate social responsibility. This will be facilitated in the questionnaires that will require the participants to give the details of the aforementioned methods. The research will then scrutinize the strategy applied by the business in corporate social responsibility. This will involve looking at the success and failure of the strategy in the past application in Tesco and other cosmetic companies.

Methodologies

The research will utilize empirical data. A sample of 100 families will be used for research and data obtained screened in terms of audio and video recordings. The literature obtained about the study area will be the main interest of the researcher, and it will provide most of the primary data for the research. The research will also include questionnaires, first bowl discussions, interviews, and surveys in order to boost the primary data. The sample will be obtained from six European cities for variety. The secondary data will mainly come from the materials existing about the cosmetic market. This may include journals, magazines, newspapers, and books with relevant market data. The primary research will involve statistical analysis of

the data and the sample features hence the secondary research will mainly be for verification. However, Rodrigues (2006, p. 114) suggests that the construct validity and understanding of human behavior will define the outcomes of the research.

Expected Outcomes

The researcher will expect a number of results from the research. Initially, the people may have a good purchasing behavior with the products of the company. If this is the case, then the conclusion will be that the company undertook a good corporate social responsibility. The second expected outcome is that the people may have poor purchasing power towards the products. This will serve as a wakeup call to Tesco and other companies to value the need of observing corporate social responsibility. The researcher also expects to discover that some of consumers are indifferent; thus, the researcher will use them as the neutral points in the research.

Conclusion

This dissertation analyzes the main points and areas that will be covered in the research proposal and the subsequent research. Initially, the research will have to determine the industry affected and the issue under research through the objectives before proceeding to explore relevant data in the area. The literature will include the area in its totality from the ethical implications to the general corporate social responsibility issues. The research will also analyze the methodologies, which entail the empirical study and the mode of undertaking it. Expected results represent the possible outcomes for the study.

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