

Case study on zappos: business ethics and social responsibility

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How Zappos has implemented social responsibility programs into its business?

Zappos is famous not merely for selling footwear products, but also for launching various social responsibility initiatives. The company does realize that there are those who cannot afford to purchase a pair of shoes. Zappos cooperates with a range of charitable organizations in order to reinforce education and care as well as tackle poverty and environmental issues (Boone & Kurtz, 2012, p. 95). This shoe and clothing retailer uses a range of approaches aimed at the development of local communities along with conscious volunteering.

How have charitable giving and volunteer engagement programs helped Zappos foster social responsibility?

The social responsibility pyramid is comprised of four components, namely legal, economic, philanthropic and ethical (Boone & Kurtz, 2012, p. 95). Zappos has established partnership with a number of charitable organizations in order to foster employees' interaction with the community. Cheerful smiles are a fair reward for its philanthropic efforts, in particular donation and distribution of shoes to children in need. Social responsibility reflects a voluntary decision of Zappos to implement the relevant internal and external social programs, which contribute to the development of society as well as the company itself.

According to Boone and Kurtz (2012), Zappos invested \$40 million in the infrastructure of downtown Las Vegas as well as brought 2, 000 employees to this downtown (p. 95). Zappos strived for the social and economic

revitalization of this area and successfully attained this goal. The reputation and financial performance depend directly on whether the retailer is a worthy member of society. The company strongly supports social responsibility programs, since Zappos is eager to interact with society and make a difference.

References

Boone, L., & Kurtz, D. (2012). *Contemporary marketing* (16th ed.). Mason: South-Western Cengage Learning.