CORPORATE PHILANTHROPY: A PERCEPTIONAL SURVEY OF BENGALURU

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ABSTRACT
The main intention of the present study is to understand Bengaluru customers corporate philanthropy. Data has been gathered from both secondary and primary data and presented in the form of tables and suitable statistical tools are applied to understand the data. The present study assumes importance because of lack of similar research in Bengaluru. There is increase focus from academy, business executives and policy makers on the role of business in society and the responsibilities that business has to society. Corporate philanthropy is considered as powerful tool to meet customers rising expectations. Companies receiving benefit from the society and therefore it becomes on obligation to give back to the society. This paper made a modest attempt to judge the perceptional attitude of customers in Bengaluru urban with the help of well designed questionnaire.

KEY WORDS: Corporate Philanthropy, Consumer Behaviour, Consumer Perception, Priorititation, Post Graduate Management Students.