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Research Article

Ethical Trading in Corporate Social Responsibility: A Case of Walmart, Apple and Canon

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Abstract: The objective of the study was to determine the extent to which an organization is socially responsible. Studies describe the social responsibility of an organization based on how the organization engages the society in its projects. Across the firms, Apple and Walmart, each scoring 14%, emerged as the most socially responsible organizations while canon trailed behind by 4%. The regression analysis depicted the existence of a significant relationship between the variables. From the analysis, it is evident that the ethical behavior of an organization and a socially responsible organization has a positive significant relationship with how a firm performs in the market. Apparently, an increase in a firm's ethical behavior results to about 55.5% increment in a firm's performance.

Keywords: Corporate, ethical, performance, social responsibility, trading

INTRODUCTION

Businesses across the globe are adapting to a new responsibility that entails meeting the needs of the general populace without affecting the capacity of future populations from satisfying their needs. According to Glavas and Kelley (2014), it is no doubt that modern social-economic pressure is now compelling organizations to take responsibilities for how their activities affect societies and ecosystems. Thus, Joyner and Payne (2002) debate that it is no longer viable for a firm to enjoy economic affluence in isolation from the stakeholders affected by its activities. Christensen *et al*. (2014) posit that firms have now to focus their resources on both bolstering their bottom line coupled with being good corporate citizens. In understanding and enhancing current efforts, the most socially responsible firms have been forced to revise their short-term and long-term agenda as a way of staying abreast in the rapidly changing environment.

Corporate social responsibility has over the years permeated management practices and theory to the point of CSR being termed as the latest management fad. Nevertheless, the integration of CSR into the business process so far continued to be uneven. Chernev and Blair (2015), for instance, establish that most firms conceptualize CSR primarily as a tool to moderate risks and tame operational risks. Such thoughts are well documented in business ethics movements, CSR movements and corporate governance movements. Joyner and Payne (2002) and Nicholson and DeMoss (2009) presented the notion that CSR is a proper incentive to individual firms compared to that created by the market mechanism for the delivery of public goods. With such developments in the field of business, it raises the need to establish the extent to which ethical business practices in the context of CSR affects the performance of an organization. Thus, this study hypothesizes that the ethical and social behaviors of firm to some extent determines its performance in the market.

Problem statement: The influence of ethics resonates in every sphere of business, community and individual behaviors. However, business ethics in CSR has also been in a vortex of debate due to the many problems it can cause in the business sector. Hence, the intent of this study is to empirically find out the influence of ethical trading in CSR to the society the firm is operating in and the entire global market in terms of brand reputation, business practices and social frameworks. The general purpose of the study is to explore the corporate ethics in social responsibility; ethics practices across business model, managerial structure and operational units and governed by the business culture.

The main objectives of this project are to:

- Identify the variations in the form and major features of corporate ethics in CSR.
- Recognize the business issues that arise from unethical business practices in CSR.
- Reveal and analyze the theoretical similarities in ethics practices and describe their possible underlying reasons as well as their applicability.

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Motivation: There are several drivers that stimulate and motivate the writer to conduct the study on the importance of business ethics in CSR. Firstly, the interest of articulating ethical theoretical formulas and ethics types and their respective applicability, in the disclosure of corporate practices, is to throw light of understanding to the writer on business ethics in relation to corporate-community needs. Secondly, the study of ethical Theories and types intend to explain laws that govern ethical frameworks; hence the writer will have a broad understanding of the most effective ethical platform that can drive international organizations towards success in global market. Thirdly, the research paper allows the writer to demonstrate and exercise the experience and competence practically in the field of study. Fourthly, the long-term uses of this research paper are to pool knowledge from different literatures contributing on the similar hypothesis of business ethics in corporate social responsibilities. Finally, the ultimate function of this study is to boost my career ambitions for the paper offers a wide opportunity through findings creating avenues of understanding global business profiles and success.

Background of the study: Like most business concepts, research on ethics and corporate social responsibility has been phenomenal, ranging from the Neo-classical perspectives to modern day views. For instance, Milton Friedman presents a rather solid definition of the concept among classical economists (Husted, 2015). He argues that there exists a solitary social responsibility of corporates that pertains the use of a firm's resources and engages in activities intended to bolster proceeds provided that it adheres to the rules of the game. Precisely, Friedman simply implies that firms have the liberty to engage in free competition without resorting to deceptive or fraudulent activities (Egels-Zandén and Wahlqvist, 2007). However, modern studies view Freidman's perception of the subject as too narrow given that it primarily considers the typical function of a business such that a firm's contribution to the society could be in the form of providing employment opportunities (Tang *et al*., 2015).

Husted (2015) notes that the present view of CSR has changed significantly since 1950's such that the modern perception of the concept relate it to how firms assimilate social and environmental issues in both their processes and in their collaboration with relevant stakeholders on a volunteer basis. Referring to such descriptions, Schmeltz (2014) writes that for a firm to be viewed as socially accountable, it implies that its overall performance will be judged on a triple bottom line methodology that incorporates economic success, ecological sustainability and social capital.

Nevertheless, Husted (2015) comments that there exists not a normal agreement regarding the element of the CSR such that the implementation of any collectively pertinent description is not effective. Such implies why at the hypothetical level, there exist choices that reduce businesses social obligation to engagements that exploit profitability solely for its stockholders. In the later years, some studies emerged defining corporate social responsibility based on a double bottom line of a corporate such that the success of a firm is determined by both its financial and social activities (Joyner and Payne, 2002; Berenbeim, 2006; Zheng *et al*., 2014). The studies talk in reference to firms that integrate traditional business functions with aggressive and far-reaching social goals (Shaw, 2009).

The corporate social responsibility debate: The academic debate regarding social responsibility was initially a conception of neo-classical economists. Husted (2015) believes that the studies primarily addressed whether a socially responsible business gains returns in its corporate financial performance. Specifically, most of the neo-classical studies established no positive relationship between philanthropic activities and profits. However, in the later years, classical economists established a positive correlation between philanthropy and profitability.

Basing on several studies from the CSR libraries, it is possible to define CSR as the activities firms undertake to make them good citizens in the society within which they operate. In most instances, it pertains upgrading the welfare of the society at the expense of the organization. Over the past decades, several aspects of CSR have continued to be the subject of in most academic and business research (Strautmanis and Vidnere, 2009). Such lead to Sharma and Sharma (2014) developing a framework that optimized economic, legal and ethical domains as the most common components of CSR.

Joyner and Payne (2002) debate that the key to the CSR debate is measurement challenges. Majority of the empirical studies taken in this field since the late 70's have been unable to establish a relation between CSR and corporate financial performance. To Glavas and Kelley (2014), as early as the 20th century, studies had speculated that a company's ability to maximize on profitability is dependent on several factors key of which are obeying the laws of the land, operate within business norms and do well in the community beyond societal expectations.

Previous research agrees that socially responsible organizations are at a higher probability of delivering superior financial results a claim supported by a number of studies that demonstrate positive correlation between investing in CSR and the financial performance of an organization (Korhonen, 2003; Glavas and Kelley, 2014). Such findings present similar results to those that argue that the reputation of an organization for social responsibility tends to reduce the price sensitivity of the consumers while increasing brand loyalty. Further, Schmeltz (2014) finds consumer more willing to advocate for socially responsible organizations to the extent of defending them against criticism. Tang *et al*. (2015) also show that the socially responsible behavior of an organization is likely can increase sales since it motivates the market to reward the organization for its responsible behavior ($p<0.04$). Chernev and Blair (2015) polled over 2500 citizens in 23 countries in a bid to explain how the market perceives CSR. The findings indicate that 20% of shoppers reported having either rewarded or chastised organizations based on their alleged social performance ($p = 0.034$). The same studies concluded that majority of the respondent required the organizations to place more stress on social and environmental legislation. Jones Christensen, another critical dynamic steering the CSR drive is the demand for corporate accountability throughout the strings of the supply chain. Arguably, no longer are organizations isolated from the activities of their contracted suppliers. For instance, Christensen *et al*. (2014) argue that when Nike claimed exoneration from the disorders in its supplier's sweatshops, the company confronted excessive pressure from the public and ultimately complied. Consequently, Nike advanced a corporate code of conduct to shelter employees' rights besides its celebrity endorsements on well-published excursions of their plants.

Concept and importance of business ethics: Studies raise several questions regarding the concept of business ethics and whether it creates value to an organization. However, proponents of the concept provide rather substantial arguments in favor of business ethics. For instance, Goodman and Arenas (2015) argue that the social responsibility of a typical corporate is to engender profits. On the same field, Cornelius *et al*. (2007) proceed that obeying business ethics is never a mere issue of compliance with authority, instead, given that it can contribute to profitability, it is thus an opportunity firms should embrace to guarantee them a secure path to success (p. 168). It follows from the above claim that a successful organization is primarily ethical given the critical role stakeholders play in fostering profitability. Lest stakeholders, who happen to be internal to the system of the firm, are treated ethically, Sinnicks (2014) maintains that they will be in no long-term position to engender profits for themselves and the company. Further, Agnihotri and Krush (2015) add that, except where the external stakeholders of an organization have their concerns addressed, they might not partake in the profit creation process of the organization. Such depicts the importance of integrating business ethics in organizational behavior and decision-making.

Other studies note a balance or trade-off between acting ethically and profitability. Mastracchio Jr. *et al*. (2015) posit that more of one element automatically leads to less of the other, implying a negative relationship between acting ethically and profitability. Nevertheless, opponents provide overwhelming evidence against the claim. For instance, Husted (2015) writes of how a report showed that consumers are eager to reward organizations that they agree deliver environmentally friendly goods. The study established that 42% of the participants claimed that they are willing to pay up to $10 a week extra for green products (p. 139). Related to this study, Rutherford *et al*. (2012) and Bardy *et al*. (2012) concluded that most consumers are willing to pay premium prices for ethically produced goods with most claiming that they would only buy unethically produced goods at very steep discounts. In framing this evidence, Manicardi (2015) specifies the notions of ethical leadership and return on ethics. They altogether specify that business ethics lie beyond codes of ethics arguing that it should be a conduct of business that enables organizations to optimize their returns to the stakeholders. Related studies view it as dynamic standard for pursuing profitability and growth that grants the future generations an equal chance of growth (Ferrero and Sison, 2014; Nguyen *et al*., 2015).

Given such evidence and theory, this study hypothesizes that business ethics provide higher profits to a typical organization. Thus, comprehending what business ethics entails coupled with approaching the topic from a leaning and knowledge perspective depicts that it is very crucial for organizations to better leverage business ethics in their activities to ensure they derive maximum profits.

Codes of ethics as an instrument of business ethics: Studies debate that CSR is to a code of demeanor just as egalitarianism is to a Constitution. According to Sinnicks (2014), such explains why most firms are gradually institutionalizing a code of ethics within their structures. Presumably, Nguyen *et al*. (2015) argue that either ethical actions of firms could be adjudged by whether an organization possess a code of ethics and the extent to which it applies it.

Nevertheless, an instance such as Enron's that had a 60-page code of ethics that was never followed has seen researchers criticizing organizations' codes. Cannon *et al*. (2015) note that Enron's code talked of obeying the law, fair treatment of employees and the need to avoid conflict of interest. Apparently, there was nothing in Enron's code of ethics that touched on specific ethical principles and values of the firm coupled with its corporate social responsibility (Joyner and Payne, 2002). Even more interesting is the fact that even the company's executives shunned the code of ethics aside (Atchinson, 2005). Critics of Enron's strategy argue that like most firms with their own code of ethics, Enron structured its ethical code in a way that it tended to protect the company's interests rather than delve on cultivating values, virtues and ethical norms (Gustafson, 2013). Precisely, Brenkert (2010) reasons that if codes of ethics are vital in the ethical behavior of a corporate, then having one is not just enough. Rather, it also entails the extent to which a firm uses and learns from it such that instated of staying in the booklet; it should be inculcated in the minds and hearts of those that work for the organization (p. 704).

METHODOLOGY

The section presents a brief discussion of the research design to be adopted in studying "ethical trade in CSR." Foremost, there is the discussion of the research strategy applied alongside its justification that will be preceded with the data collection methods for the primary data. Lastly is the data analysis technique will be specified coupled with the sampling strategy coupled with the limitations of the approaches adopted.

Research design and justification: The background of the study explicitly highlighted the merits of incorporating ethics in the conduct of business. If not followed, unethical behaviors could affect profitability. However, one thing is noticeable, its rather impossible to measure ethical business practices. On one hand, quantitative techniques would be significant in the evaluation of the mindset of the relevant stakeholders as regards to how the organization engages in ethical business practices. However, Singh (2015) argues that there major challenge is that they tender to be objective in their approach. On the other hand, a qualitative approach would make the study more vulnerable to subjectivity as the participants might have a biased perception of a given organization (p. 134). Thus based on the inherent challenges in either approaches, Venkatesh *et al*. (2013) argue that an objective strategy presents far better results than one tainted with bias. Hence, a most effective approach would be quantitative.

Research approach: Having adopted quantitative paradigm for the study, it would be appropriate to develop of evidence within the context of the study, the research problem and its objectives. Given that the aim of the study is to explore how Walmart, Apple and Canon integrate ethics in their CSR initiatives and business practices in general, Venkatesh *et al*. (2013) theorize that multiple case studies would be best suited for the present study. McCusker and Gunaydin (2015), in support of this approach argue that case studies employ the strengths of several exemplary elements to develop comprehensive understanding and evaluation of the research problem.

Data collection methods: As earlier stated, the study will primarily be quantitative. The study will thus conduct an online survey in gathering the data for analysis. The survey strategy is adopted because of its usefulness in answering questions that pertain what, when, who, where and how (McCusker and Gunaydin, 2015). The survey, which will basically adopt closed ended and Likert-based questions, will be administered online through survey monkey. The researcher will send a link to prospective participants through Facebook and Twitter, inviting them to take part in the survey. The study hopes to collect substantial amount of data involving peoples' opinions on how the chosen organizations (Walmart, Apple Inc. and Canon) engage in ethical trading. Nonetheless, the paper understands the various drawbacks inherent in online surveys particularly those that arise due to the lack of human contact between the researcher and the respondent (Thamhain, 2014). However, the researcher managed to reduce such limitations through a pilot study. Part of the questionnaires have been developed using a 5 point-based Likert scale.

Sampling strategy: Snowball sampling was applied in the current study. The researcher will request participants to send the link to the survey to their colleagues and ask them to take part in the study. The snowball strategy is chosen given Thamhain's, (2014) argument that it can reach a wider audience since it depends on referrals from persons inside the organization. Nevertheless, the study brings to attention the fact that snowball sampling being a non-scientific strategy; it does not guarantee that each of the respondents has an equal of being selected to take part in the survey.

Target population: Various organizations allow limited interaction with their workers to the public during work hours, thus the number of questioners will be limited to 60. The questionnaires will be issued to 50 respondents that will include 10 workers, 10 customers and suppliers and 10 managers from each organization (Apple, Walmart and Canon).

Data analysis: The ability to analyze data is crucial given that the principal idea is to triangulate or establish converging lines evidence to make the finding as robust as possible. Data from the sources was compiled and triangulated to corroborate findings. Triangulating was considered appropriate since the quantitative data collected from the different organizations was easily merged (Thamhain, 2014). Such was critical in exploring the meaning of the phenomenon from more than one perspective. The data was then checked for completeness and consistency and then entered in SPSS for analysis. Precisely, the study conducted the analysis by categorizing the views of the respondents based on their demographic characteristics and responses provided. The outcomes of the analysis are presented using several graphical presentation tools.

RESULTS

Demographic summary: The findings indicate that majority of respondents were relatively young (63.3%), falling between 20-39 years. The higher number of younger respondents could be attributed to the nature of the survey, which was entirely online.

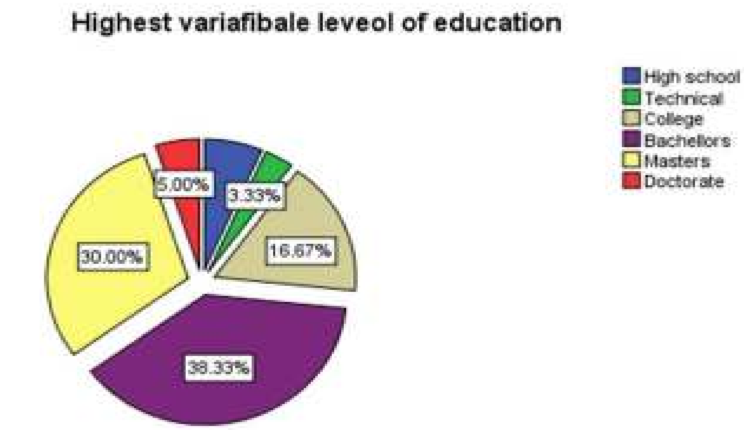

Fig. 1: Gender distribution in the study

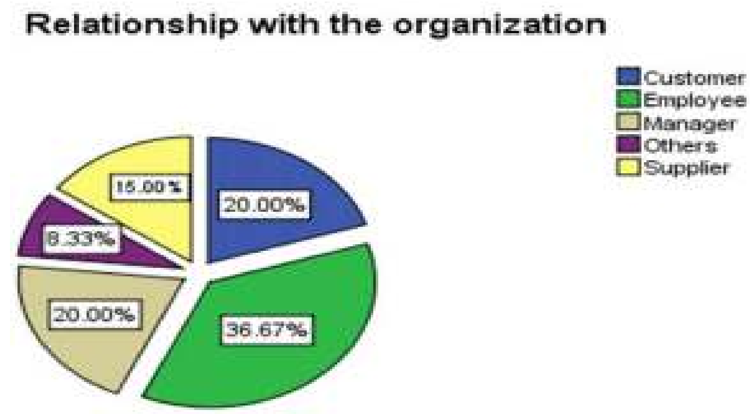

Fig. 2: Education levels of the respondents

With respect to gender, the study was relatively evenly distributed such that 53.3% of the respondents were males against 46.7% females Fig. 1.

With respect to education, majority of the respondents (38.3%) bachelor holders, followed closely with those with the master's degree (30%) and college graduates Fig. 2.

The study sought to determine the relationship and the participants had with the organization. Majority of those interviewed (36.7%) were employees of the respective companies. Next online were customers and mangers, each accounting for 20% of the participants. The study also managed to obtain responses from suppliers (15%) and other stakeholders such as the government officials and shareholders. Figure 2 Relation of respondent to the organization.

Cross tabulation analysis: The findings indicate that the most of the respondents (23.3%) fairly rated the performance of their organization. Across the distinct groups, all the managers (20%) rated the performance of their organization to be good or very good compared to 10%, 6.7% and 3.4% for customers, suppliers and others that highly rated the performance of their organization. Nevertheless, an interesting revelation was that most employees (14%) and customers (5%) poorly rate the performance of their organization.

Having established the above results, it was imperative to determine the specific performance of each organization according to the views of the respondents. The findings show that among the three organizations, 23.4% of the respondents rated the performance of the Apple organization as generally good, followed by 23.3% and 4% for Walmart and Canon respectively. However, on average, 20% of the respondents poorly rated Canon's performance against just 3.4% against apple.

Given the mixed results from the above results, it became critical to evaluate the factors that contributed to the results. A Key element considered was the ethical behavior of an organization and its commitment to sustainable business practices. From the literature, an apparent feature that determines the ethicality of an organization is the presence of a code of ethics.

The findings indicate that majority of the respondents (90%) claimed that their organization had a code of ethics. Across the groups, compared to the other two organizations, most of Canon's stakeholders (35%)

were aware of the availability of a code of ethics against 23.4% and 23.3 in the case of Apple and Walmart respectively Nevertheless, referring to the previous findings, an interesting observation is that despite majority of its stakeholders acknowledging the presence of a code of ethics, Canon's performance was relatively poor than the other organizations.

Hence, the study sought to determine whether the availability of a code of ethics affects the performance of an organization. The findings indicate that at 5% level of extent do you think the company has a code of ethics Cross tabulation significance a positive relationship exists between the two variables such a good performance by an organization could be attributed to the presence of a code of ethics.

Given the primary aim of the study was to substantiate how firms trade ethically particularly within the social projects, one element that stands out is the need to establish whether the firms in question engage in programs meant to bolster the welfare of the society. The results show that all the organizations to some extent engage in socially responsible practices. However, the percentage of those vouching for each organization was relatively different such that Apple was perceived as the most socially responsible organization (14%). Nevertheless, Walmart also scored 14% with Canon scoring the least at 4%.

Regression analysis: The crosstabs presented above offer a comprehensive summary and reflection of the findings of the results. However, their major weakness is that they do not provide the nature of the relationship or whether the relationship is significant or not. Thus, a possible solution is to conduct a regression analysis, which provides both the nature of the relationship and their level of significance.

The study considered the performance of the organizations as the dependent variable and it was regressed against several variables as indicated in the table. At five percent significance level, several independent variables demonstrated a significant relationship with the dependent variable.

To test whether there exists any significant differences between the means of the variables considered, the researcher conducted an ANOVA test. The p value was established at .21, implying a significant independent relationship between the variables.

DISCUSSION

The paper sought to determine the influence of ethical trading in CSR to the society the firm is operating in and the entire global market in terms of brand reputation, business practices and social frameworks. Precisely, of importance to the paper was to determine whether an organization's option to engage in ethical business practices ultimately bears fruits both to the organization and the society.

It is evident from the literature that among the relevant stakeholders in an organization, one of the most important element is the customer. Apart from being the components that bring money to the business, they similarly act as the environment that surrounds the business and brand ambassadors that could help market an organization. Thus, among the group that will be most critical of an organization's activities are the customers. The findings show that a mere 5% of the respondents were pleased with the activities of the relevant firm, an indication that most were not pleased with the current engagement of the firms. Husted (2015) argue that firms have to be keen on how they relate with their customers given that clients present to the market their experiences. As such, part of a firms CSR initiative should be treating the clients with respect and ensuring that they derive maximum value for their money. Such an explanation partly explains the discrepancies observed with respect to how the respondents valued the activities of their organization. The analysis depicts that in as much as all the organizations were performing relatively well enough, Nguyen *et al*. (2015) show that an element that guides the ethical path of an organization is a code of ethics. As previously discussed in the literature, a code of ethics acts as guide that firms refer to prior to undertaking a business strategy or project. The findings of the study show that respondents overwhelmingly claimed that the respective firms have in place a code of ethics. These findings tally with those provided by Sinnicks (2014), who argue that most firms are gradually institutionalizing a code of ethics within their structures. The need to incorporate a code of ethics within a firm's structure is never all about complying with legal provisions; rather, as reasoned by Goodman and Arenas (2015), it can sometimes be aroused by the need to become profitable. Precisely, referring to the studies, a correlation between the presence of a code of ethics and the performance of an organization showed that at 5% level of significance a positive relationship exists between the two variables (P = 0.49). Thus, a good performance by an organization could be attributed to the presence of a code of ethics. Husted (2015), who writes of how consumers are eager to reward an organization that delivers environmentally friendly products and services, best explains the positive correlation between the two variables.

He argues that in engaging in socially responsible business practices, a firm is more likely to gain from increased buyers, low chances of facing litigation and ultimately higher profit margins. Further, as reasoned by Rutherford *et al*. (2012), some customers are readier to part with extra money when buying from an ethically upright organization.

Another objective of the study was to determine the extent to which an organization is socially responsible. Studies describe the social responsibility of an organization based on how the organization engages the

Table 1: Age category

Validation		Frequency	Percent	Valid percent	Cumulative percent
Valid	20-29	18	30.0	30.0	30.0
	30-39	20	33.3	33.3	63.3
	40-49	10	16.7	16.7	80.0
	50-59	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

Table 2: Relationship with the organization * How do you rate the performance of apple/canon/wal-mart cross tabulation

			How do you rate the performance of apple/Canon/Wal-Mart					
Customer relation			Very poor	Poor	Fair	Good	V Good	Total
Relationship with the Organization	Customer	Count	2	3	1	1	5	12
		% of Total	3.3%	5.0%	1.7%	1.7%	8.3%	20.0%
	Employee	Count	0	4	10	8	0	22
		% of Total	.0%	6.7%	16.7%	13.3%	.0%	36.7%
	Manager	Count	0	0	0	6	6	12
		% of Total	.0%	.0%	.0%	10.0%	10.0%	20.0%
	Others	Count	1	1	1	1	1	5
		% of Total	1.7%	1.7%	1.7%	1.7%	1.7%	8.3%
	Supplier	Count	0	3	2	3	1	9
		% of Total	.0%	5.0%	3.3%	5.0%	1.7%	15.0%
Total		Count	3	11	14	19	13	60
		% of Total	5.0%	18.3%	23.3%	31.7%	21.7%	100.0%

society in its projects. Across the firms, Apple and Walmart, each scoring 14%, emerged as the most socially responsible organizations while canon trailed behind by 4%.

The regression analysis depicted the existence of a significant relationship between the variables. From the analysis, it is evident that the ethical behavior of an organization and a socially responsible organization has a positive significant relationship with how a firm performs in the market. Apparently, an increase in a firm's ethical behavior results to about 55.5% increment in a firm's performance. These results tally with those of Goodman and Arenas (2015) who argue that the social responsibility of a typical corporate is to generate profits. As such, they proceed that obeying business ethics is never a mere issue of compliance with authority, instead, given that it can contribute to profitability, it is thus an opportunity firms should embrace to guarantee them a secure path to success (p. 168). Tang *et al*. (2015), report the same results. They report that the socially responsible behavior of an organization is likely to increase sales since it motivates the market to reward the organization for its responsible behavior ($p<0.04$).

Similarly, a socially responsible organization was established to increase a firm's performance by 4.5%. Despite the effect being relatively low, it is no doubt that a firm that engages in sustainable business practices is likely to be rewarded by the society. For instance, as provided by Christensen *et al*. (2014) the fact that most consumers are rapidly becoming more conscious of their environment has seen most of them associating with socially responsible firms. Agnihotri and Krush (2015) similarly reports the same results arguing that except where the external stakeholders of an organization have their concerns addressed, they might not partake in in the profit creation process of the organization.

On the other hand, the availability of a code of ethics portrayed a negative significant relationship with the performance of an organization such availability of the code decreases performance by 20%. These results are in contrast to those established by Nguyen *et al*. (2015). Their findings conclude that the ethical actions of firms could be adjudged by whether an organization possess a code of ethics and the extent to which it applies. Nevertheless, Brenkert (2010) reasons that having a code of ethics is an essential but not sufficient condition for being socially responsible. The case of Enron explicitly explains these phenomenon such that despite having some of the best ethical code in the industry, the fact that it was merely on paper rather than put to practice lead the organization to engaging in fraudulent business deals.

CONCLUSION

In general, our findings in Table 1 to 8 indicate that social responsibility forms a cornerstone concept and practice of today's business world. This research agrees as shown in the tables of the study that socially responsible organizations are at a higher probability of delivering superior results a claim supported by a number of studies that demonstrate positive correlation between investing in CSR and the good performance of an organization. The paper sought to determine whether an organization's option to engage in ethical business practices ultimately bears fruits both to the organization and the society. Based on the findings of the synthesis of relevant literature and a primary study, it is apparent that a firm's performance is the product of several factors, key of which is ethical and social behaviors.

The literature and analysis showed how the market rewards ethically and socially responsible firms through

Table 3: Which of these following organization are you affiliated with (* How do you rate the performance of apple/canon/Wal-Mart)

	Which of these following organization are you affiliated with?							
	Apple		Canon		Walmart			
Model*	Count	% of Total	Count	% of Total	Count	% of Total	Total count	% of Total
Very poor	1	1.7%	2	3.3%	0	0%	3	5.0%
Poor	1	1.7%	10	16.7%	0	0%	11	18.3%
Fair	3	5.0%	5	8.3%	6	10.0%	14	23.3%
Good	7	11.7%	4	6.7%	8	13.3%	19	31.7%
Very good	7	11.7%	0	0.0%	6	10.0%	13	21.7%
Total	19	31.7%	21	35.0%	20	33.3%	60	100.0%

Table 4: Which of these following organization are you affiliated with (*To what you rate the performance of apple/canon/Wal-Mart cross tabulation)

		To what extent do you think the company has a code of ethics			
Model*		Indifferent	A lot	A great deal	Total
Apple	Count	2	12	5	19
	% of Total	3.3%	20.0%	8.3%	31.7%
Canon	Count	0	8	13	21
	% of Total	0%	13.3%	21.7%	35.0%
Wall-Mart	Count	4	10	6	20
	% of Total	6.7%	16.7%	10.0%	33.3%
Total	Count	6	30	24	60
	% of Total	10.0%	50.0%	40.0%	100.0%

Table 5: Correlations

Pearson correlation		How do you rate the performance of Apple/Canon/Wal-Mart	To what extent do You think the company has a code of ethics
How do you rate the	Pearson correlation	1	0.255*
Performance of	Sig. (2-tailed)		0.049
Apple/Canon/Wal-Mart	N	60	60
To what extent do you Pearson Correlation		0.255*	1
Think the company has a Sig. (2-tailed)		0.049	
Code of ethics	N	60	60

* Correlation is significant at the 0.05 level (2-tailed)

Table 6: Which of these following organization are you affiliated with * Do you believe that the organization is socially responsible cross tabulation

			Do you believe that the organization is socially responsible?					
Model			Not at all	A little	Indifferent	A lot	A great deal	Total
Which of these	Apple	Count	1	1	3	7	7	19
Following		% of Total	1.7%	1.7%	5.0%	11.7%	11.7%	31.7%
Organization are	Canon	Count	2	10	5	4	0	21
You affiliated with		% of Total	3.3%	16.7%	8.3%	6.7%	0.0%	35.0%
	Walmart	0	0	6	8	6	20	
	Count	0.0%	0.0%	10.0%	13.3%	10.0%	33.3%	
Total	% of Total	Count	3	11	14	19	13	60
		% of Total	5.0%	18.3%	23.3%	31.7%	21.7%	100.0%

Table 7: Coefficients

		Unstandardized coefficients		Standardized coefficients			
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	1.867	1.229		1.519		0.135
	How do you rate service delivery/working with Apple/Canon/Wal-Mart	0.086	0.123	0.080	0.697		0.489
	How can you rate the ethical behavior of the organization?	0.555	0.119	0.550	4.667		0.034
	To what extent do you think the company has a code of ethics	-0.208	0.207	-0.115	-1.006		0.019
	Do you believe that the organization is socially responsible	0.045	0.032	0.034	1.34	0.004	

a. Dependent Variable: How do you rate the performance of Apple/Canon/Wal-Mart

Table 8: ANOVA[b]

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	26.646	3	8.882	9.162	0.021a
	Residual	54.287	56	0.969		
	Total	80.933	59			

a. Predictors: (Constant), To what extent do you think the company has a code of ethics, how do you rate service delivery/working with Apple/Canon/Wal-Mart, how can you rate the ethical behavior of the organization? Do you believe that the organization is socially responsible?
b. Dependent Variable: How do you rate the performance of Apple/Canon/Wal- Mart?

various mechanisms. Given the significant independent relationship established between the variables in the ANOVA analysis (p = 0.21), the paper thus accepts the hypothesis that a firm's performance is indeed the product of its social repute and ethicality. As such, the paper recommends that firms have to integrate corporate social responsibility initiatives in their business strategies as a way of leveraging the advantages associated with being ethical.

In results this study support the main principles and the presented theoretical by former studies and researches about ethical and social responsibility and support a strong relationship between ethical practices of trading and good performance, in general the study add some more value to such filed of ethical and social responsibility.

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