

The Effect of Firm Social Initiative on
Financial Performance: The Mediating Influences
of Perceived Price Fairness and Marketing
Capability."



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Abstract

All around, the business environment has turned out to be exceptionally focused as advertisers forcefully endeavour to instil a particular and alluring discernment about their brands in the brains of clients. So as to place the brands on the focused on crowds' heart, advertisers use numerous abilities and, consequently, one of these systems is Social initiatives adopted by different firms. This study has attempted to empirically investigate the influence of social initiatives taken by firms in enhancing financial performance of the firm. The study is based on consumer's perceptions about social initiatives and perceived price fairness including marketing capability of the firm as the mediator which validate the casual link between social initiative and financial performance. The study has as needs be assessed a progression of straight relapse models to exhibit variety in brand slant through the precursors of perceived price fairness, marketing capability. A sample of 100 was selected for the study having different age group and in gender as well. It identifies the positive impact of social initiative upon financial performance which is mediated by perceived price fairness and marketing capability. At long last, the present study has highlighted its commitment in perspective of the present field of request. This is done close by the affirmation of

theoretical and methodological confinements and additionally the headings for future examination.

Key words: *Social initiatives, financial performance, perceived price fairness, marketing capability, corporate social performance, and corporate financial performance.*

Dedication

This thesis is dedicated to my dear parents, my supervisor, my friends who supported me and colleagues for their efforts and prayers.

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