



The investigation of the relationship between the social reporting and performance of customers in the accepted companies of the stock exchange of Tehran

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ABSTRACT

According to the latest technological progressions in the field of the accounting, there will be higher need to the social accounting process in order to make the most sophisticated decisions in this regard. The main aim of the present study was to investigate the relationship between the social reporting and customers' performance in the accepted companies of Tehran stock exchange. The statistical population of the present study includes the whole accepted investors in Tehran stock exchange. The statistical population includes 85 investors in the accepted companies in Tehran stock exchange that they were taken up by the use of accidental sampling method in this case. A questionnaire was also applied in order to gather the related data; a questionnaire including 20 questions was also applied in order to measure the social reporting and its elements (financial and non-financial) as well as the customer performance given to the related investors in this pavement. The descriptive statistical method was also applied in order to analyze the gathered data; the column diagram was used to indicate the statistical data and the Pearson correlation test was also applied to testify the research hypotheses; SPSS Software was also applied to specify the relationship between the related variables. The results showed that there is a significance relationship between the social reporting and customer performance in the accepted companies of Tehran stock exchange.

Key words: social reporting, customer performance, non-financial social reporting, financial social reporting

INTRODUCTION

Today, the role of commercial units has been frequently changing potentially. So it is expected the whole commercial units to get optimized trying to be responsible for the social affairs being considered as the most beneficent agent in the same community. A commercial unit cannot run away from the society; hence, there is a relationship between both sides of the society and commercial units bilaterally. In the recent years there have been presented some theories that these commercial units can make wealth going towards the occupational innovation and providing the marketplace and recovering the competitors together while they try to keep the society in a rhyme for making the next cooperation between people; as a result, the enterprise responsibility should be established based on the same commercial unit benefit and the understanding of the resources cannot lead to the benefit of investors' efficiency. Khoshtinat (1994) experimentally found that the commercial unit customers expect to consider the morality affairs in the commercial units. Mehroob (2005) also proofed that the same customers also prefer to purchase the enterprise that they are responsible for their social affairs. Employing and recruiting new staffs is one of the most crucial elements of the enterprises social responsibility for increasing their own abilities and skills and keeping the most experienced employers in this field. The whole enterprises along with their progression regarding to the social responsibility have found that they can obtain or gain new staffs easily trying to keep their experienced people into the organizations [1].

Therefore, due to the importance of the social reporting and the studied studies in the scientific and informational sites, and due to the research newness, there have not been carried out any relationships between the social reporting and customers performance yet; for the reason, today the measurement of the enterprises customer performance is the main question of the present plan in order to investigate the success of the enterprises regarding to the same customers and its influence on the social accounting. The present research has been pointed to one of the newest subjects of the social accounting titling the financial social accounting and the relationship of the reporting system with the customer performance.

Main hypothesis:

There is a significant relationship between the social reporting and customer performance in the accepted enterprises of Tehran stock exchange.

MATERIALS AND METHODS

The present study is an applied research purposefully; it also is a descriptive research in terms of its type; the analysis is established based on the correlation variables. The research is an applicable case because the results have been represented for different groups along with the related investors; it is descriptive because there is no carried out any manipulation in the whole variables. In application term, the same results have been applied for the decision making and planning potentially. In foundation term it is going towards discovering the whole trusts and facts. The social reporting inventory includes the financial and non-financial social reporting elements; an independent variable was also considered as the variable; the index is considered as the dependent variable; in research literature, the library method is used to gather the related data and a questionnaire is also applied to gather the information regarding to the social reporting; this questionnaire includes some questions about the financial and non-financial social reporting such as achieving the necessary expenditures for providing the health of the whole staffs, devoting the financial resources for educating the staffs, devoting the financial resources for training the skillful employers, investing to recover the staffs physical setting, giving some welfare facilities, devoting resources for staffs' leisure times and recreational affairs; a questionnaire made by the researcher was also applied in order to measure the customers' performance in relation to provide the whole requirements of the customers and their satisfaction, marketing and ability in absorbing the customers potentially. The questionnaire includes 20 questions consisted of two 16 questions parts regarding to measure the financial and non-financial social reporting inventory and 4 other questions aimed at measuring the customers' performance. The questionnaire is established based on the Likert framework as following: I disagree, I completely disagree, I agree, I completely agree

Cronbach alpha coefficient was applied in order to determine the validity and reliability of the questionnaire that 30 questionnaires were distributed among the enterprise managers and then they transferred into the SPSS Software; the cronbach alpha coefficient was 0.845 representing a high validity of the questionnaire because if the cronbach alpha coefficient is higher than 0.7, the test will have an acceptable validity in this case.

The statistical population of the accepted enterprises in Tehran stock exchange has the following features:

- 1- They were entered into the stock exchange before the financial-year 2011
- 2- The financial year of the enterprises is going to the end of the year
- 3- The enterprise did not give any changes during the financial years 2011-2012
- 4- The required managerial information should be available
- 5- It should not be related to the investment, leasing, banks and credit institutions and totally they have to belonged to the manufacturing enterprises

The questionnaire is sent to 125 accepted enterprises in the stock exchange during two months through fax and e-mail; and 62 questionnaires were also given to participated people and then they were given to the researcher of the present study.

RESULTS

Test regarded to the hypotheses:

Main hypothesis: there is a significant relationship between the social reporting and customers' performance in the accepted enterprises of the stock exchange.

Table 1: spearman correlation coefficient test (relationship between the social reporting and customer performance)

Independent variable	dependent variable	Number	Significance	Spearman correlation coefficient
Social reporting	Customer performance	62	0.000	0.232*

According to the mentioned table 1, it can be stated that there is a significant relationship between two variables because the significance level (0.000) is smaller than the standard level (0.05) and the Spearman correlation coefficient also shows a strong relationship in this pavement. Hence the related hypothesis is confirmed; thus it can be stated that both variables of social reporting and customer

performance have relationship together and in terms of any increase or decrease in one of these variable, we will observe the same increase or decrease in this regard.

First minor hypothesis: there is a significant relationship between the financial social reporting and customers' performance in the accepted enterprises of Tehran stock exchange.

Table 2: spearman correlation coefficient (relationship between financial social reporting and customer performance)

Independent variable	dependent variable	Number	Significance	Spearman correlation coefficient
Financial Social reporting	Customer performance	62	0.000	0.282**

According to the mentioned table 2, it can be stated that there is a significant relationship between two variables because the significance level (0.000) is smaller than the standard level (0.05) and the Spearman correlation coefficient also shows a strong relationship in this pavement. Hence the related hypothesis is confirmed; thus it can be stated that both variables of social reporting and customer performance have relationship together and in terms of any increase or decrease in one of these variable, we will observe the same increase or decrease in this regard.

Second minor hypothesis:

There is a significant relationship between the financial social reporting of the accepted enterprises in Tehran stock exchange.

Table 3: Spearman correlation coefficient test (relationship between the financial social reporting and financial performance)

Independent variable	dependent variable	Number	Significance	Spearman correlation coefficient
Non-financial Social reporting	Customer performance	62	0.000	0.253*

According to the mentioned table 3, it can be stated that there is a significant relationship between two variables because the significance level (0.000) is smaller than the standard level (0.05) and the Spearman correlation coefficient also shows a strong relationship in this pavement. Hence the related hypothesis is confirmed; thus it can be stated that both variables of social reporting and customer performance have relationship together and in terms of any increase or decrease in one of these variable, we will observe the same increase or decrease in this regard.

Table 4: correlation between variables and research indices

	Commercial performance	Customer performance	Financial performance	Giving social accounting information	Financial social reporting	Non-financial social reporting
Customer performance	0.754	1				
Social reporting	0.431	0.232	0.361	1		
Financial social reporting	0.50	0.282	0.471	0.547	1	
Non-financial social reporting	0.372	0.253	0.311	0.598	0.351	1

DISCUSSION

The present study is to investigate the relationship between the social reporting and customer performance among the accepted enterprises of Tehran stock exchange. The results represent the relationship between the social reporting and customers' performance in Tehran stock exchange; that is,

the social reporting and its elements including the financial and non-financial social reporting can optimize the performance of the customers in the same Tehran stock exchange but this relationship is moderate. Due to the relationship of the customer performance and the social reporting in the field of community organizations, the enterprise managers can optimize the related dimensions of the process because it can upgrade the social performance leading to the customer performance. The whole domestic and foreign carried out studies represent the same relationship between the social reporting and financial performance in this regard. This research has been firstly carried out about the relationship between the customer performance and the social reporting [3].

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