

CHAPTER-5

RESEARCH METHODOLOGY

Research design in a thesis is like a blue print which lay out a step by step process followed to undertake research. This chapter explains the design of the research with detailed explanation.

5.1 RESEARCH PROBLEM

The approach of business organizations to CSR has transcended from merely displaying social concerns to being sensitive and alert to the constituents in the internal and external business environment. These constituents, known as stakeholders, are potent forces to accelerate or decelerate a firm's performance.

With globalization of national boundaries and information technology revolution, companies are under tight scrutiny from multiple stakeholders including regulators, investors, customers, pressure groups, and the public at large. Corporate scandals are making big news leading to crumbling of well settled business empires. The sub-prime crisis in the US and the subsequent crashing of stock indices of

companies across the globe is a case in point. When stakeholders lose confidence in a firm's performance, the firm loses its critical support structure and customer base. Customers stop buying products or go for legal suits, shareholders sell their stocks, employees do not perform, and environmental advocates sue, all of which directly affect firm performance. In order to achieve sustainability in business firms must identify key stakeholders affecting the firm, identify their needs, and design organizational policies and practices to cater to them. Accordingly, it may define CSR towards a particular stakeholder group as a firm's policies, processes, and practices towards that stakeholder group. Thus, there is a need to study the impact of globalization on the CSR practices adopted by firms. Here in this study, the manufacturing companies are being taken for the research in the above concern.

5.2 RESEARCH DESIGN

Research Design is based on a framework and provides a direction to the investigation being conducted in the most efficient manner. In this study Descriptive research design has been used.

5.3 OBJECTIVES OF THE STUDY

Following Objectives were undertaken during the research to explain the topic of the study:

- 1) To study the holistic and strategic aspects of CSR.
- 2) To analyse the extent of CSR practices in terms of Environmental & Social Dimensions in India.

- 3) To analyse the impact of globalization on CSR.
- 4) To study the benefits of CSR toward Society.

5.4 HYPOTHESIS-:

A research hypothesis is the statement created by researchers when they speculate upon the outcome of research or experiments or it is a specific, testable prediction. It describes in concrete terms what you expect will happen in a certain circumstance. The hypothesis of this study will help the researcher to test globalization has insignificant or significant influence on CSR practices adopted by the manufacturing companies in Lucknow and CSR practices adopted by the manufacturing companies in Lucknow have insignificant or significant impact on society. So the hypothesis study are:-

FIRST HYPOTHESIS

Null Hypothesis (H₀)

- Globalization has insignificant influence on CSR practices adopted by the manufacturing companies in Lucknow.

Alternative Hypothesis (H₁)

- Globalization has significant influence on CSR practices adopted by the manufacturing companies in Lucknow.

SECOND HYPOTHESIS

Null Hypothesis (H₀)

- CSR practices adopted by the manufacturing companies in Lucknow have insignificant impact on society.

Alternative Hypothesis (H₁)

- CSR practices adopted by the manufacturing companies in Lucknow have significant impact on society.

5.5 UNIVERSE-:

Universe of the study are the manufacturing units of Lucknow city and society nearby these manufacturing units in Lucknow.

5.6 SAMPLE FRAME-:

In research, a sampling frame is the source material or device from which sample is drawn .It is a list of all those within which a population who can be sampled. The companies were categorized into Indian manufacturing companies of global importance on the basis of following criteria.

5.6.1 CRITERIA OF SAMPLING

Only those companies which follow the following criteria were considered for the study-:

- Which were of Indian origin
- Which belong to the manufacturing* sector of India

* manufacturing means the companies considered to be involved in the production of any item belonging to the below given 23 categories.

The classification consists of:

- 1) Food Products and Beverages, 2) Tobacco, 3) Textiles, 4) Wearing apparel, dressing and drying of fur, 5) Leather and Leather products, 6) Wood products, 7) Paper products, 8) Publishing, Printing, Reproduction of recorded Media, 9) Coke, Refined Petroleum products, Nuclear Fuel, 10) Chemical and products which include Organic and Inorganic Chemicals, Fertilizers, Pharmaceutical, Cosmetics, Toiletries, Matches and Manmade or artificial Fibre, 11) Rubber and Plastic products, 12) Non Metallic Mineral products which include Glass, Porcelene, Ceramic and Cement, 13) Basic Metals including Iron,, steel, Alloys, Copper, Brass, Aluminum and Zinc, 14) Fabricated Metal products except machinery and equipment, 15) Machinery and Equipment, 16) Office, Accounting and Computing Machinery, 17) Electrical Machinery and Apparatus, 18) Radio, Television and Communication Equipment, 19) Medical, Precision, Optical Instruments, Watches and Clocks, 20) Motor Vehicles, 21) Other Transport Equipment, 22) Furniture and 23) Recycling.

5.6.2 SAMPLE-:

On the above basis the following companies were selected for the research, which are considered to be the Sample for the study –:

Manufacturing units-:

- Eveready Industries India Ltd.
- Tata Motors Ltd.
- HAL Ltd.
- Scooter Ltd.

- P.N international Ltd.
- Organic India Ltd.
- Varuna spinning mill pvt Ltd.
- PTC Industries Ltd.
- U.P asbestos Ltd (UPAL).
- Omax Auto Ltd.
- Maya Biotech pvt Ltd.
- Tata chemicals Ltd.
- Singhal paints pvt Ltd.
- Pioneer Paints Industries.
- Triveni Almirah pvt Ltd.
- Technical Associates pvt Ltd.
- Jugal Kishore alloys pvt Ltd.

Society:-

- Alambagh
- Banglabazar
- Indranagar
- Rajajipuram & talkatora
- Jankipuram Keshav nagar aliganj
- Deva road
- Chinhat
- Cantt road.

5.7 SAMPLING METHOD-:

The aggregation of element from which the sample is actually selected is called population. For the purpose of this study the population was all manufacturing units and society of Lucknow was undertaken.

To conduct this study convenience sampling method was used for selection of companies (Employees of manufacturing unit) and simple random sampling method was used for selecting society respondent.(Members of Society that include the people residing nearby the above mentioned manufacturing units)

The reason behind this was that-: There are no such sources which provide list of all organization those are conducting or not conducting CSR activities in Lucknow, India.

Reason for applying simple random sampling method for selecting community respondents were the first the researcher doesn't know the community (population size).

5.8 SAMPLE SIZE-:

To accomplish the study objectives and taking consideration of time, 17 manufacturing companies of Lucknow and nearby society has been selected and the total sample has been categorized as follows:

- Employees of manufacturing units-200
- Members of Society including the people residing nearby the above mentioned manufacturing units- 300

Total-:200+300=500

5.9 SAMPLE UNIT

Sample Unit is a single member of the sample .In this study, the Individual Employees of manufacturing unit have been taken 200 in numbers whereas the Individual Members of Society that include the people residing nearby the above mentioned manufacturing units have been taken 300 in numbers.

5.10 INSTRUMENT OF DATA COLLECTION-:

PRIMARY DATA It was collected through two different structured questionnaire;

- 1) One for employees of the manufacturing companies which consist of and
- 2) One for society nearby manufacturing unit.

Questionnaire was filled by top level and middle level managers of the companies who were randomly selected from different department of the head office of the companies. The target respondents were approached through a number of ways so as to get as much data as possible. Firstly, companies were contacted and taken appointments and were personally visited with the questionnaire. The companies which did not give appointments and were sent a web based questionnaire and were communicated the same through telephonic conversations as well as through emails. Repeated emails and telephonic reminders were sent to the heads over a period of 15 to 30 days.

Questionnaire was prepared for community respondent prior to the interview process. All the interviews of community respondents were conducted in the society nearby to the organization. Before interview, the respondent were assured that the whole process is confidential and their names not to be disclosed.

QUESTIONNAIRE CONSISTS OF -:

- 1) CSR within firm.
- 2) Activities undertaken by organization on environment.
- 3) Activities taken by organization for customer care.
- 4) Activities undertaken by organization toward employees.
- 5) Activities undertaken by organization on community.
- 6) Information on management of CSR etc.

SECONDARY DATA-:In order to understand holistic and strategic aspects of CSR and to analyse the extent of CSR practices in terms of Environmental & Social Dimensions in India it has been taken the Secondary data, which was collected from different sources:-Internet, Journal, Magazines, books theories and methodologies used in the research etc.

5.11 DATA PROCESSING

The collected data was coded and entered into computer with the help of Ms Excel for analysis.

Statistical tool

- After coding in Ms-Excel Sheets, the data tables were generated for representation.
- Analysis was done by applying chi-test with the help of Ms Excel the P value was found.

“The P – Value was used to test the hypothesis to decide whether to reject or fail to reject the null hypothesis”. The p value is the probability of obtaining a test statistic that is at least as extreme as the actual calculated value, if the null hypothesis is true. A commonly used cut-off value for the p-value is 0.05.

- The findings of study were presented through tables and graphs.