

# EVALUATE THE AGE AND LEVEL OF AWARENESS ABOUT CSR AMONGST BENEFICIARIES IN GUJARAT

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## **Abstract**

Corporate Social Responsibility (CSR) is a concept whereby companies not only consider their profitability and growth, but also the interests of society and the environment by taking responsibility for the impact of their activities on stakeholders, environment, consumers, employees, communities, and all other members of the public sphere. The basic premise is that when the corporations get bigger in size, apart from the economic responsibility of earning profits, there are many other responsibilities attached to them which are more of nonfinancial/social in nature. These are the expectations of the society from these corporate to give something in return to the society with whose explicit or implicit help these entities stand where they are. The further details of this topic are outlined and examined in this research paper.

**Keywords:** Corporate Social Responsibility (CSR), structure

## **Introduction**

Corporate Social Responsibility means open and transparent business practices that are based on ethical values and respect for employees, communities and the environment. It is designed to deliver sustainable value to society at large as well as to shareholders. Corporate Social Responsibility is nothing but what an organisation does, to positively influence the society in which it exists. It could take the form of community relationship, volunteer assistance programmes, special scholarships, preservation of cultural heritage and beautification of cities. The philosophy is basically to return to the society what it has taken from it, in the course of its quest for creation of wealth. With the understanding that businesses play a key role of job and wealth creation in society, CSR is generally understood to be the way a company achieves a balance or integration of economic, environmental, and social imperatives while at the same time addressing shareholder and stakeholder expectations. According to CSR Asia, a social enterprise, “CSR is a company’s commitment to operate in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders” CSR is generally accepted as applying to firms wherever they operate in the domestic and global economy. The way businesses engage/involve the shareholders, employees, customers, suppliers, Governments, non- Governmental organizations, international organizations, and other stakeholders is usually a key feature of the concept. While an organisation’s compliance with laws and regulations on social, environmental and economic objectives set the official level of CSR performance, it is often understood as involving the private sector commitments and activities that extend beyond this foundation of compliance with laws.

According to the Commission of the European Communities, “CSR is the concept that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing commitment by business to behave fairly and responsibly and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large.” According to the World Business Council for Sustainable Development, 1999 “Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and the society at large.”

## **Objective of the Study**

The main objective of the paper were as

- To evaluate the age and level of awareness amongst beneficiaries in Gujarat

## **Literature Review**

1.Fauzih W, Yusoff W & Adamu M S (2016) have done the study on “The Relationship between Corporate Social Relationship and Financial Performance: Evidence from Malaysia”. According to authors despite extensive studies on CSR activities in Malaysia, the studies related to impact of CSR on financial performance are very limited. This research work is an investigation on the relationship between CSR initiatives and financial performance of Malaysian public sector companies. Secondary data for the period 2009-2013 were used for the purpose of research. The analysis of data revealed that most of the relationships between CSR activities with the financial performance were positive. Results of the study concluded that Malaysian top 100 companies that actively involved in CSR activities were able to enhance their financial performance which implies that sound financial management can effectively be achieved through proper CSR practice which leads to considerable economic development and corporate performance.

2.Firli A & Akbar N (2016) have done study on “Does Corporate Social Responsibility Solve ROA Problem in Indonesia Telecommunication Industry?” According to researchers Indonesia Telecommunication is faced by negative score of ROA also

decreasing ROA within the last three years. The objective of this was to prove that CSR is excluded from usual variable used in increasing ROA. Study has used seven categories with 78 items to measure CSR activity in telecommunication industry that listed in Indonesian Stock Exchange. The results of the study proved that CSR has significant effect on ROA therefore CSR can solve ROA problem in Indonesia Telecommunication Industry. The finding from the study revealed that increasing in 1% CSR makes 73,9% increasing in ROA thus CSR can be an addition alternative strategic to increase ROA. Such a research will have great implication to the investor to invest in Telecommunication Company that concern in CSR program, which means those companies, can more effectively manage their asset to generate income.

3.Fonseca L M & Ferro R L (2016) in their study titled “Does it pay to be social responsible? Portuguese SMEs feedback” stated that during economic downturns, companies struggle for survival and might consider corporate social responsibility efforts should be postponed. Therefore research investigates if there is a positive relationship between social performance and key business results using a large sample of small and medium Portuguese companies over an extended period of time.

Researchers have used survey responses from a sample of 2.222 small and medium companies (SMEs) over a 10 year period, from the Portuguese IAPMEI– Public Agency for Competitiveness and Innovation Benchmarking and Good Practices database. The results of the study support the existence of valid positive relationships between companies’ social performance and keybusiness results, confirming it does pay to invest in corporate social responsibility.

4.Gulavani S, Nayak N & Nayak M (2016) in their article on “Corporate Social Responsibility Issues and Challenges in India” reported that Corporate Social Responsibility (CSR) was first coined in 1953, which has gained a lot of attention in the present era of Globalization, involving corporate, educationists and social activists from all over the world. The importance of the concept of CSR has arisen from the fact that the enterprise derives benefits from the society and it is but that they provide them benefits in return. Indian corporate sector have exhibited their ability to make a significant difference in the society and improve the overall quality of life. Companies have expertise, strategic thinking, manpower and money to facilitate extensive social change. Collaboration of corporate, NGOs and the government will place India’s social development on a faster track. Research reported that in India, only major companies are involved in such CSR programmes and many medium and small industries that are hiding themselves from these duties.

5. Hossain S M K & Khan R (2016) have done study on “Corporate Social Responsibility (CSR) in Banking Sector: An Empirical Study on the Hong Kong and Shanghai Banking Corporation (HSBC) Limited”. According to the study CSR development has accumulated tremendous dynamism over the past number of years and is presently viewed as the most discussed topics by government, non-government and business itself. In light of this study aims at inspecting people’s comprehension, desires and appraisal of the corporate social obligation (CSR) of HSBC Bank, one of the biggest private banks in Bangladesh. For the purpose of research reviews have been directed utilizing organized polls to fundamentally analyze the subjective impression of the significance, reasons and different parts of CSR errands of HSBC in Bangladesh.

### **Research Methodology**

Researcher analyzed all the data based on primary data & secondary data.

Primary data had been collected by using questionnaire and secondary data source had been used as per need of the study. For the purpose of study sample of 400 beneficiaries was selected from different areas of Rajkot, Morbi, Ahmedabad, and Bhavnagar districts.

### **Data analysis & Interpretation**

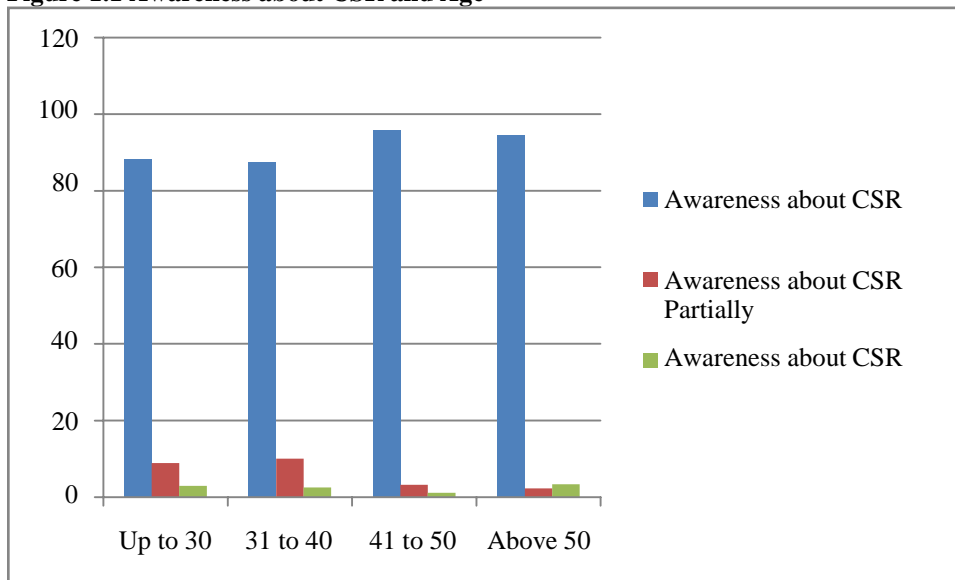
Primary data collected during the research work are analyzed with the help of MS Excel and IBS SPSS software. Various statistical tools like descriptive statistics, frequency distribution, Chi-square test etc are used for the purpose of data analysis. Graphical methods have been used for data presentation.

Study also attempted to analyze the relationship between the age and Sources of Awareness of the respondents. The respondents with different Sources of Awareness viz. News Paper, Friends/Relative, Television, Internet, Government Agency and any others are included in the survey. The level of awareness about CSR among them is presented in table and graph below;

Awareness about CSR is expected to have some association with age of the respondents. Since the concept of CSR is recently developed, people with high age may not be as aware about the concept as people from young age. The comparative picture of awareness about CSR across various age groups is presented in table and graph below;

**Table 1.1 Awareness about CSR and Age**

Awareness about CSR and Age					
Age Group		Awareness about CSR			Total
		Yes	Partially	No	
Up to 30	Count	119	12	4	135
	%	88.15	8.89	2.96	100
31 to 40	Count	70	8	2	80
	%	87.5	10	2.5	100
41 to 50	Count	91	3	1	95
	%	95.79	3.15	1.05	100
Above 50	Count	85	2	3	90
	%	94.44	2.22	3.33	100
Total	Count	365	25	10	400
	%	91.25	6.25	2.5	100

**Figure 1.1 Awareness about CSR and Age**

The comparative picture about the level of awareness among respondents with different age group as presented in table and graph above shows that the level of awareness increases up to the age of 50 years. All the respondents in the age group 41 to 50 years are aware about CSR as compared to 88.15 percent in the age group of up to 30 years and 87.5 percent in the age group of 31 to 40 years. The level of awareness about CSR is relatively low among the respondents in the age group of 31 to 40 years.

Further analysis has been done in order to check the significant association between level of awareness about CSR and age group for which following hypothesis has been established and tested with the help of chi-square test;

**Hypothesis****H0:** The Level of Awareness about CSR and Age are Independent**H1:** The Level of Awareness about CSR and Age are not Independent

The results of chi-square tests are presented in table below;

**Table 1.2 Chi-Square Tests: Awareness about CSR and Age**

Chi-Square Tests: Awareness about CSR and Age			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.020 <sup>a</sup>	6	.000
Likelihood Ratio	40.182	6	.000
Linear-by-Linear Association	14.905	1	.002
N of Valid Cases	400		

The results of the chi-square test between the level of awareness about CSR and age group as presented in table above shows that both the variables are not independents and null hypothesis is rejected (Chi-square 35.020, df 6,  $p < 0.05$ ). Thus we conclude that the level of awareness about CSR and age group are not independent. The awareness about CSR depends on the age group.

**Conclusion**

Corporate Social Responsibility (CSR) is an essential activity that helps society in various manners. Some organizations trust that simply complying with laws and regulations fulfils their want for social responsibility. A responsible corporate recognizes that if it does work for the society that will create a great impact in society. So it can be said that all level of activities are done by the Corporate creates an impact on the mind of the beneficiaries. It is tremendously tough for any commercial enterprise to remain aggressive here inside the long term. Corporate social responsibility is one such niche place of corporate behavior & governance that desires to get aggressively addressed and carried out tactfully in the organizations. CSR is a best tool and by doing activities the corporate can give back to the society and also increase goodwill in the market.

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