CHAPTER – III

RESEARCH METHODOLOGY

The purpose of this study is to understand the respondents’ Awareness, Attitude, Attribution and Buying decision towards Corporate Social Responsibility. In order to execute this objective, college teachers are selected as respondents of this study. The methodology used for the study is described below in respective sub headings.

3.1 Research Design

The present research is a descriptive research, aimed to find the Awareness, Attitude, Attribution and Buying decision towards Corporate Social Responsibility of the college teachers working in colleges affiliated to Bharathiar University, Coimbatore.

3.2 Area of the Study

Coimbatore is purposively selected for this study for several reasons. Firstly, the city is an educational hub for several years. Secondly, the researcher is having experience and association with the teaching community working in colleges situated in and around Coimbatore. Thirdly, as the research is done on part time basis, the resource constraints, particularly time available for the study, limits the scope to reach out to other sources.

3.3 Population

The population considered for the study includes all teachers working in Bharathiar University affiliated Government, Aided and Self-financing colleges. The basic source of population for the study is the 28th Annual Report published by Bharathiar University in academic year 2009. Out of the Bharathiar University affiliated Colleges Self-financing colleges, Aided colleges and Government colleges are selected for the study. Government colleges are the colleges funded and managed by the Government, whereas the aided colleges are privately managed and publicly funded. The self financing colleges are privately managed and privately funded. College teachers working in Bharathiar University affiliated Government, Aided and Self-financing colleges constitute the population for the study. Among hundred colleges which formed the above category the final list of was arrived at thirty two colleges considering the colleges which are situated in and around Coimbatore.
3.4 Sampling Unit

The sampling unit of the study consists of college teachers who are teaching in Bharathiar University affiliated Arts, Science and Management institutes situated in and around Coimbatore. The annual report of Bharathiar University contains the list of teachers working in affiliated colleges which is used as the database to draw samples.

3.5 Sample Size

The sample size of the study consists of 438 college teachers working in Bharathiar University affiliated Colleges. The samples include teachers working for self-financing, aided and government colleges. The samples are drawn in proportionate to the population in the following manner, Self- Financing colleges - 286, Aided colleges - 130 and Government colleges - 22.

3.6 Sampling Design

The primary data was collected from the teachers of colleges falling in 3 categories namely, Self -Financing colleges, Aided colleges and Government Colleges using the Proportionate Stratified Random Sampling technique.

Stratified random sampling is a type of probability sampling, which involves a process of stratification or segregation, followed by random selection of subjects from each stratum.

The population is first divided into mutually exclusive groups that are relevant, appropriate and meaningful in the context of the study. Once the population has been stratified in some meaningful way, a sample of members for each stratum can be drawn using either a simple random sampling or a systematic sampling procedure. The subjects drawn from each stratum can be either proportionate or disproportionate to the number of elements in the stratum. The institution – wise distribution of the sample respondents is given in table 3.1
Table: 3.1
Distribution of Sample Respondents

<table>
<thead>
<tr>
<th>Institution Category</th>
<th>Total number of Colleges</th>
<th>Number of Colleges selected for the study</th>
<th>Population of Teachers in selected colleges</th>
<th>Selected Samples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self -Financing Colleges</td>
<td>78</td>
<td>24</td>
<td>1919</td>
<td>286</td>
</tr>
<tr>
<td>Aided Colleges</td>
<td>16</td>
<td>7</td>
<td>871</td>
<td>130</td>
</tr>
<tr>
<td>Government Colleges</td>
<td>6</td>
<td>1</td>
<td>148</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>32</td>
<td>2938</td>
<td>438</td>
</tr>
</tbody>
</table>

3.7 Sources of Data Collection

The study is carried out using primary data. The primary data are collected from college teachers belonging to selected colleges situated in and around Coimbatore. Structured questionnaire is prepared and administered through direct interaction with the respondents.

Supportive Information for the thesis is collected from sources such as corporate websites, articles, journals Bharathiar University Annual Report and other CSR materials published by the organizations. These are mainly used to arrive at the problem for the study, developing the instrument to measure the study variables, review of literature and sampling.

3.8 Tool for Data Collection

The study and the verification of many research papers resulted in preparing a structured questionnaire which included relevant questions in order to collect the required information needed for the study. The final format of the questionnaire consisted of questions on demographic details of the respondents, statements to test the awareness of respondents towards CSR activities of selected companies, Question to understand the
sources of awareness towards CSR, statements to understand the respondents attitude towards CSR, statements to evaluate the respondents attribution towards CSR and statements to evaluate the buying decision of the respondents as CSR based or product attribute based.

Section one of the questionnaire deals with the following details of respondents’ such as Age, Gender, Marital Status, Educational qualification, Department, Branch of work, Number of years of work experience, Income categories, Individual Monthly income, Family Monthly income, Type of family and Family monthly expenses.

Section two of the questionnaire deals with the four study variables, Awareness, Attitude, Attribution and Buying Decision.

The first study variable Awareness about CSR has ten statements which has questions on the CSR activities of famous FMCG brands, followed by a question on the sources of their CSR awareness which lists out twenty five choices for the respondents to select.

The second study variable Attitude towards CSR has twenty statements which intend to understand the respondents’ attitude towards buying from CSR practising companies.

The third study variable Attribution has twenty statements which help us to understand the respondents’ opinion on the motivations of practising CSR by Indian companies.

The fourth study variable Buying Decision has thirteen statements which help us to identify and classify the buying decision of the respondents as CSR based or product attribute based.

The questionnaire consists of dichotomous questions, multiple choice questions and questions using five point Likert scales where the respondents were asked to tick their preferences. The Likert Scale provided five choices for each question or statement which enabled the respondents to answer the survey easily. In addition, this research
instrument allowed the researcher to carry out the quantitative approach effectively with the use of statistics for data interpretation.

3.9 Pilot Study

A preliminary study was carried out by distributing the questionnaires to 50 respondents across all branches of study. This was done to find the effectiveness of the questionnaire and to restrict the study to the requirement based on the responses given by the respondents. The pilot study helped to modify the questionnaire by removing certain irrelevant questions and by adding more questions that fetches related information to the study which equipped the researcher to improve the standard of the questionnaire.

3.10 Objectives of the Pilot Study

1. To administer the instrument.
2. To understand whether the instrument is capable of eliciting the opinion from the respondents.
3. To know whether the respondents had any difficulty in following the procedure with regard to eliciting the response from the respondents.
4. To estimate the time required to complete the questionnaire.
5. To find the face and content validity of the instrument.
6. To find out the reliability of the instrument.

The questionnaire developed by the researcher was reviewed by three experts in the field of management sciences. This process was used to determine whether the questionnaire item and dimension adequately reflected the instruments prescribed objectives and were consistent with the establishment of content validity and face validity.

3.11 Results of the Pilot Study

The questionnaires distributed and obtained from the respondents through pilot study are tabulated. The Likert scale used in the questionnaire enabled the researcher to apply certain statistical tools using Statistical Package for Social Sciences (SPSS) Version 17.
The verbatim records of the transactions that took place in administering the instruments and the responses of the respondents of the pilot study to the instrument administered are analysed with response to the specific objectives of the pilot study.

The experience in the pilot study showed that at least 20 minutes is needed for the respondents to answer the questions in the instrument.

The scale reliability is assessed by the internal consistency method. Cronbach’s alpha provides a reasonable estimate of internal consistency. These values are as follows, Awareness about CSR practices (0.794) Attitude towards CSR (0.908) Attribution towards CSR (0.844) and Buying Decision based on CSR (0.826). All values surpass the recommended value of 0.7 (Nunnally, 1978). Cronbach alpha coefficient for this scale implies sufficient reliability.

3.12 Procedure for Data Collection

The data required for the study are collected through structured questionnaire. The period of data collection ranges from June 2010 to February 2011. The questionnaire contains two sections; the first section has thirteen questions which are about the demographic profile of the respondents. The second section has statements on CSR practices of selected companies, sources of CSR awareness, statements on attitude towards CSR, statements on Companies motives for practising CSR and statements on buying decision of respondents based on CSR.

The structured questionnaire is distributed to the male and female college teachers. The thirty two colleges situated in and around Coimbatore are selected for data collection. Among the thirty two colleges, twenty four are Self-Financing colleges, seven are Aided colleges and one is a Government college. A total of 450 questionnaires are distributed in person to these selected colleges. An attempt was made to distribute the questionnaires across all the departments of the college.

The researcher personally visited the selected colleges and their different departments. Initially a rapport was built with the teachers by explaining the objectives of the study. The questionnaires are distributed and doubts are cleared when asked by the respondents. The researcher also assured that the data will be used only for academic
purpose and hence, forth will be kept confidential. After dropping out the incomplete questions / questionnaire the researcher received 438 questionnaires. The sampling design adopted was proportionate stratified random-sampling.

3.13 Statistical tools for Analysis

The relevant statistical tools are used to test the hypotheses and the results are interpreted. The descriptive and inferential statistics are computed with SPSS Package Version 17. The different statistical tools used for the present study includes Percentage Analysis, Chi-Square Test, ANOVA, t-Test and Factor analysis. Structural Equation modeling is carried out using Visual PLS software relating the study variables namely Awareness, Attitude and Buying Decision.