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A Study on Corporate Social Responsibility of Industrial Owners in Vellore District

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Abstract

Corporate social responsibility (CSR) is a form of international private business self-regulations which aims to contribute to societal goals of a philanthropic activity or charitable nature by engaging in or supporting volunteering or ethically-oriented practices. The rendering service to the society by the owner is important concept in the business scenario. They have to do social service to the society. This article explore the factor rendering service and its significance.

Objectives of the Study

- To identify the demographic variables
- To identify the factor determining the CSR
- To identify the relationship between the demographic variables and level of CSR

Keywords: Corporate Social Responsibility, Services, Factors of CSR**Introduction**

Corporate social responsibility (CSR) is a form of international private business self-regulations which aims to contribute to societal goals of a philanthropic activity or charitable nature by engaging in or supporting volunteering or ethically-oriented practices. The rendering service to the society by the owner is important concept in the business scenario. They have to do social service to the society. This article explore the factor rendering service.

Objectives of the Study

- To identify the demographic variables
- To identify the factor determining the CSR
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Significance of the Study

The rendering service to the society by the owner is important concept in the business scenario. They have to do social service to the society. This article explore the factor deterring rendering service.

Hypothesis

- There is a significant relationship between age and the level corporate social responsibility
- There is a significance relationship between marital status and the level of corporate social responsibility
- There is a significance relationship between education and the level of corporate social responsibility
- There is a significance relationship between income and the level of corporate social responsibility
- There is a significance relationship between nature of family and the level of corporate social responsibility
- There is a significance relationship between area of respondent and the level of corporate social responsibility
- There is a significance relationship between religion and the level corporate social responsibility

Research Methodology

The suitable research methodology will lead the reliable findings without any bias. Therefore, the methodology which has been adopted in this study has been described. The pilot study was made by taking 30 samples and finalized for final study. The exploratory research method is followed in this study. The reliability test value is .78 and validity analysis has been made got validity. The multi choice questionnaires have been used to collect the data from the sample units. The 150 samples have been used taken from the owners of various industries in Vellore and data are collected from the owners based on the convenient sampling methods, finally 100 samples are finalized for the study. The percentage, chi-square, f-test, and correlation were used to drive conclusion and get the findings.

Sample of the Study

The convenient sample method is adopted in the study. The Google Form was used to collect the data from 100 owners of the industries in Vellore district.

Area of the Study

The study is under taken Vellore district.

Unit of Study

The industrial owners from Vellore district are taken to the study.

Period of Study

This research has done in the month October 2022 to December 2022

Limitation of the Study

The financial and time constraints are the limitations of the study.

Findings

Chi-Square Findings

- It is found that there is no significance relationship between age and corporate social responsibility.
- It is found that there is no significance relationship between marital status and corporate social responsibility.
- It is found that there is significance relationship between Age and corporate social responsibilities.

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- It is found that there is no significance relationship between income and corporate social responsibility.
 - It is found that there is no significance relationship between nature in the family and corporate social responsibility.
 - It is found that there is no significance relationship between area of respondents and corporate social responsibility.
 - It is found that there is no significance relationship between religion and corporate social responsibility.

F-Test Findings

It is found that there is no significant relationship between education and level of corporate social responsibility.

Correlation

It is found that there is a significance relationship between Income and level of corporate social responsibility.

Conclusion

The research is undertaken on corporate social responsibility in Vellore district. This study reveals that social responsibility is regarded as an important business activities among business community, irrespective of the size, age, sector, primary purpose or location of the enterprise. It has clearly found from the study that institutionalizing the CSR in business strategy has multiple long term benefits.