

CHAPTER 3
RESEARCH
METHODOLOGY

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3.1 INTRODUCTION

An investigation's scope is governed by its research methodology, which tells readers about the analytical procedure that was employed during that investigation's investigation. The aims for which the research is being undertaken are listed in this section. This also outlines the proposed study's timetable, scope, and data sources, as well as the data sources themselves. Another essential thing to consider is the instruments and approach used in the research. In summary, this chapter assists the researcher in deciding the path of his or her research. Because the researcher was unable to conduct the research at the macro-level, the study was conducted at the micro-level.

3.2 RATIONALE OF THE STUDY

CSR initiatives contribute to the representation of a company's overall image. Emphasize, as well, the connection between business and the rest of society. It is one of the most effective methods of establishing relationships with key stakeholders in a business. It strengthens the connection between corporate commitments. CSR comprises more than just charitable contributions; it entails a long-term plan that provides significant benefits. The goal of this research is to develop a connection between society and the corporate sector. Moreover, selected banks must demonstrate favourable financial and non-financial performance in addition to generating significant value for shareholders. It emphasises the role of corporate social responsibility (CSR) in long-term success.

3.3 RESEARCH OBJECTIVES

- (1) To study the CSR policy for corporate world in Indian context
- (2) To assess the impact of CSR on selected Indian banks' performance
- (3) To identify the factors that motivates banks to engage in CSR activity
- (4) To examine the perceptions of manager/CEO/branch manager towards CSR of selected Indian banks

3.4 SOURCES OF DATA

For the objective of the study, both primary and secondary data were used.

1. Primary data : The core data for this study was gathered via a questionnaire. Banks' employees based in Rajkot disctrict were the target audience for this questionnaire.
2. Secondary data : Secondary data was gathered from a variety of sources, including professional organisations, trade journals, government publications, educational institutions, websites, brochures, and other forms of mass media.

3.5 SAMPLING METHOD

The study's goal was to identify banks that are actively involved in corporate social responsibility (CSR) in India and have a significant presence throughout the country.

3.6 SAMPLE SIZE

The study concentrated on the performance of various banks in India. Although India has public, private, international, and regional rural banks, the study only examined public and private banks.

The researcher polled 1000 bank employees based in Rajkot disctrict to learn more about bank CSR initiatives and their impressions of bank CSR operations.

3.7 DATA ANALYSIS TECHNIQUES

Tables, graphs, and statistical data were created using the SPSS and Microsoft Excel software. Here is a list of the statistical methods for data analysis that have been proposed so far: One sample test, chi square analysis, and frequency analysis were used to determine bank employees' impressions of CSR activities with the goal of determining bank employees' perceptions of CSR activities.

3.8 RESEARCH HYPOTHESIS

NULL HYPOTHESIS

1. There is no association between demographic variables of the banks' employees and bank is encouraging its employees to participate in extracurricular activities
2. There is no association between demographic variables of the banks' employees and bank promotes its employees to enhance their careers and skills
3. There is no association between demographic variables of the banks' employees and bank's marketing and human resource management practises are environmentally friendly
4. There is no association between demographic variables of the banks' employees and bank gives everyone a chance, when it comes to hiring new staff
5. There is no association between demographic variables of the banks' employees and bank is concerned about environmental protection and stewardship
6. There is no association between demographic variables of the banks' employees and bank devotes a portion of its money to charitable giving and social service
7. There is no association between demographic variables of the banks' employees and bank uses environmental awareness messages and initiatives
8. There is no association between demographic variables of the banks' employees and bank's management is primarily concerned with its employees' needs and desires
9. There is no association between demographic variables of the banks' employees and bank carry out CSR activities every month
10. There is no association between demographic variables of the banks' employees and bank's managerial choices on employees are generally fair

11. There is no association between demographic variables of the banks' employees and bank encourage its employees to pursue higher education
12. There is no association between demographic variables of the banks' employees and bank's social responsibility is the most essential thing it can do
13. There is no association between demographic variables of the banks' employees and bank's social duty, impacts its long-term financial viability
14. There is no association between demographic variables of the banks' employees and bank's overall effectiveness is influenced by how socially responsible it is
15. There is no association between demographic variables of the banks' employees and bank has a responsibility to the community that goes beyond making money
16. There is no association between demographic variables of the banks' employees and bank takes part in efforts to preserve and enhance the quality of the natural environment
17. There is no association between demographic variables of the banks' employees and banks should invest to improve the lives of future generations
18. There is no association between demographic variables of the banks' employees and bank has particular plans in place to reduce its negative impact on the environment
19. There is no association between demographic variables of the banks' employees and bank helps non-governmental organisations that work in the social sector
20. There is no association between demographic variables of the banks' employees and bank participates in initiatives and projects that enhance societal well-being
21. There is no association between demographic variables of the banks' employees and CSR efforts help banks to attract new customers

22. There is no association between demographic variables of the banks' employees and environmental statements and marketing from bank have helped to promote awareness
23. There is no association between demographic variables of the banks' employees and bank's philanthropic efforts help to improve public health, education, and welfare
24. There is no association between demographic variables of the banks' employees and bank is willing to spend more on CSR activities than the CSR law requires
25. There is no association between demographic variables of the banks' employees and bank is spending more on CSR activities than the prescribed CSR
26. Banks' employees do not believe that staff retention increased from undertaking CSR initiatives at bank.
27. Banks' employees do not believe that brand image enhancement from undertaking CSR initiatives at bank.
28. Banks' employees do not believe that profit increased from undertaking CSR initiatives at bank.
29. Banks' employees do not believe that productivity improved from undertaking CSR initiatives at bank.
30. Banks' employees do not believe that reduced attrition from undertaking CSR initiatives at bank.
31. Banks' employees do not believe that service innovation from undertaking CSR initiatives at bank.
32. Banks' employees do not believe that reduced recruitment costs from undertaking CSR initiatives at bank.

3.9 LIMITATIONS OF THE STUDY

1. The respondents to this study are employees of banks based in Rajkot.
2. This study only covered the opinions of 1000 employees, which was a small sample size.

3. The constraints imposed by the analytical tool will serve as the research's limitations.
4. The outcomes of the survey will be based on the expressed opinions of the respondents, which may or may not be valid in their own right.
5. Banks do not publish statistics on corporate social responsibility.

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