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CORPORATE SOCIAL RESPONSIBILITY PRACTICE ALONGSIDE DEMOGRAPHIC VARIABLES AND INTERNATIONAL STANDARDS IN CASE OF EAST GOJJAM ZONE, ETHIOPIA

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ABSTRACT

Corporate social responsibility is the new of the business that contains the instructions a business needs to develop, sustain and restructure. Corporate social responsibility issues in developing countries present themselves as dilemmas or trade-offs. The study has been designed with an objective of assessing manufacturing firm corporate social responsibility practice in East Gojjam Zone. The study has realized in 13 higher manufacturing firms and 253 respondent stakeholders from the surrounding have been taken. Primarily Questionnaire, interview, observation have used. The results had shown that external environment, Social and economy /context exert huge influence on and influenced by the way organizations corporate social responsibility. The sympathy to the concept and practices of social responsibility in our case is still in its infant stage. The dilemma between the global standards and the local practices towards implementing corporate social responsibility couldn't be balanced.

KEYWORDS

CSR, East Gojjam Zones, international standards, demographic variables.

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1. INTRODUCTION

At its broadest, CSR can be defined as the overall contribution of business to sustainable development. In simple terms CSR can be understood from the three words the phrase contains: "Corporate" which covers the large spectrum of businesses, "Social" refers to the local community with which they interact and finally by incorporating "Responsibilities" that are intrinsic on both sides of these relationships. Hence, CSR is nothing but corporate in its widest sense and on many levels, to include all stakeholders and constituent groups that maintain an ongoing interest in the organization's operations along with the society within which it operates (Bhaduri &etal,2016).

CSR debates in Africa have historically been framed in terms of the ethics of colonialism and apartheid and the prevalence of corruption and fraud on the continent. The pre-1994 literature, most dealt with the ethical investment issues relating to apartheid; and since the transition to democracy in 1994, many papers now focus on the individual ethics of African managers (Visser, 2005). In practice, however, it is likely that the economic and philanthropic aspects of CSR (rather than the legal and ethical responsibilities) will continue to dominate CSR conceptualization and practice in Africa (Visser, 2006).

Carroll's four-part (economic, philanthropic, legal and ethical Responsibilities) pyramid construct can be useful to look at how CSR is manifested in a developing country context. Taking this approach, his contention is that the order of the CSR layers in developing countries, if this are taken as an indicator of the relative emphasis assigned to various responsibilities, differs from Carroll's classic pyramid (economic, legal, ethical and philanthropic responsibilities (Visser,2006). Hence, in developing countries, economic responsibilities still get the most emphasis. However, philanthropy is given second highest priority, followed by legal and then ethical responsibilities.

The new deoxyribonucleic acid of the business that contains the instructions a business needs to develop, sustain and restructure. These instructions are found inside every nation, and are passed down from country to their businesses. Also proposes a new interpretation on these terms. Like two intertwined strands of deoxyribonucleic acid, sustainability and responsibility can be thought of as different, yet complementary elements of CSR. Sustainability can be conceived as the destination—the challenges, vision, strategy and goals, i.e. what we are aiming for while responsibility is more about the journey – solutions, responses, management, actions, i.e. how we get there this implies an end and the means to that end respectively.

Public policy and public sector actors in middle and low-income countries are increasingly confronted with issues related to CSR. This study presents the range of opportunities that exist for them to mitigate negative impacts of CSR but also to harness its potential positive benefits for the public. Ethiopia is one of the developing countries where the philosophy of corporate social responsibility is not well developed and also the governance system takes the form of mere control and decision making rather than encouraging development and implementation of a well-developed ethical code of conduct in the four spectrums. However, currently, there are some good starts by some manufacturing industries but it has many problems in line with it. So this Study is focused on how these industries are practicing CSR.

2. REVIEW OF RELATED LITERATURE

2.1 INTERNATIONALLY GUIDING PRINCIPLES OF CSR

According to the ten principles of the UN global compact (2006) corporate sustainability starts with a company's value system and a principles-based approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labor, environment and anti-corruption. Responsible businesses enact the same values and principles wherever they have a presence, and know that good practices in one area do not offset harm in another. By incorporating the ten principles of the UN global compact into strategies, policies and procedures, and establishing a culture of integrity, companies are not only upholding their basic responsibilities to people and planet, but also setting the stage for long-term success. The ten principles of the United Nations global compact are derived from: the universal declaration of human rights, the International Labor Organization's Declaration on fundamental principles and rights at work, the Rio declaration on environment and development, and the United Nations convention against corruption.

Human Rights: - *Principle 1:* Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Labor: - *Principle 3:* Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labor;

Principle 5: the effective abolition of child labor; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment: - *Principle 7:* Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption:- *Principle 10:* Businesses should work against corruption in all its forms, including extortion and bribery.

2.2 CSR GLOBAL NORMS AND DEVELOPING COUNTRY INDUSTRY FORMS

There is increasing evidence that CSR is emerging as a management issue within every business firm. The main drivers of this movement include increment of society awareness domestic political will, and international pressure. However, what is less understood is the nature of the shaping of CSR.

In a Western context, the rationale for CSR has been explained as a result of interaction between business, government and society where institutional pressures that develop from these interactions lead to certain expectations regarding the nature of business practices. This is where firms increasingly see CSR as a strategic approach to maintaining and enhancing legitimacy and reputation so as to ensure the buy-in and loyalty of key stakeholder groups such as employees and customers. Next to this more instrumental view, it has also been identified that firms can have more normative motives for CSR seeing it as the right thing to do. Do the latter rationales apply to the Ethiopian context? This topical issue aims to shed some light on the nature of CSR in Ethiopia and to identify key elements of the direction that CSR in Ethiopia is moving. Particular focus will be placed on how CSR is being shaped in Ethiopia in general and Amhara in particular through the interaction of business with a variety of stakeholders, including government, employees and societal groups. From a business perspective, the definition of stakeholder places the firm in the center of analysis and refers to any group or individual who can affect or is affected by the achievement of the firms' objectives (Freeman, 1984:1999). Thus, a group or individual could represent employees, shareholders, customers, suppliers, governments, communities, media, competitors, analysts, trade unions, NGOs and the general public (Su, 2007).

Emerging actors, evolving CSR While the companies' approach towards CSR is mainly reactive to changing domestic circumstances and global demands, the Ethiopian government's push for CSR is confined to enacting legislation; however, implementation and enforcement have been relatively lax (Sarkis &etal, 2011). This is mainly attributed to the decentralized system of governance in Ethiopia, where the central government delegates implementation and enforcement authority to the regional and local governments. But a local bureaucrat's performance is mainly assessed by the central government based on whether s/he reaches the economic targets. Thus, the undervaluation of the social and environmental well-being in the assessment may lessen the priority given to CSR, as well as that given to social, economic and environmental protection. The main form of the government regulations couldn't encourage and promoted the uptake of CSR by Ethiopian firms, actual implementation still relies on the voluntary will of businesses. The government has also prevented Non-Governmental Organizations from growing too big and powerful. Finally, Non-Governmental Organizations do not have any ability to raise funds rather act as an extra set of eyes and ears for the government.

3. SIGNIFICANCE OF THE STUDY

As the number of community demand rapidly growing within Ethiopia, the situation is believed to bring practice of CSR atmosphere among industries. This in turn presupposes continuous improvement which should be marked by responsible business operation that involves characteristics like economic, legal, ethical and philanthropic responsibilities. The study can direct those concerned to make preparation to help the community of the country, especially those who are sharing to develop CSR implementation after finding out the gap. It also helps other researchers who want to conduct further study on the subject in the future.

4. STATEMENTS OF THE PROBLEM

According to Visser as cited in Alina and etal (2018), CSR issues in developing countries present themselves as dilemmas or trade-offs, for example, development versus environment, job creation versus higher labor standards, and strategic philanthropy versus political governance. Indeed, in our country, CSR is rarely associated with Economic and philanthropy or charity, i.e. through corporate social investment in education, health, sports development, the environment, and other community services. But the remaining major pillars ethical and legal dimensions in view of demographic and international standards haven't been incorporating/practicing under. This intern contributed for little concern for the consumer at its varying nature, Cares nothing about the deteriorating social order, has no concept of acceptable ethical behavior, Indifferent to the problems of minorities and the environment, which leads a slack correlation of responsibility with obligation and accountability, responsiveness in terms of action and activity as well as performance measure in view of outcomes and results, which implies failure of responsibility dimension of CSR. In our case private sectors have been exercising CSR as par time charity activities, lack of full emphasis, awareness, and loyalty, which leads a loose connection between a community and manufacturing firms.

5. OBJECTIVES OF THE STUDY

The general objective of the study is to asses manufacturing firm CSR practice in view of Demographic Variables and International Standards. To achieve these following specific objectives were dealt:

1. To compare the CSR activities across demographic Variables
2. To view CSR practice of the firms in terms international standards

6. RESEARCH QUESTIONS

The questions that have answered by the study are the following:

1. Which CSR activities are differed besides Demographic Variables?
2. How CSR practiced in the firms shaped by international standard?

7. RESEARCH METHODOLOGY

Methodology examines some of the research methods which may be necessary as back ground preparation to provide information for the research.

7.1. SAMPLE SIZE DETERMINATION

According to Kothari (2004) since Standard deviation is not known, the proportion is taken as equal of 50% for all target population groups. i.e., $p=0.5$ and $q=1-0.5=0.5$.

Based on this $n = \frac{z^2 pq}{e^2}$

Where p =sample proportion, $q = 1 - p$;
 z = the value of the standard variate at a given confidence level and to be worked out from table showing area under Normal Curve;
 e = precision rate/ the acceptable error
 n = size of sample.

Therefore, $n = \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2} = \frac{3.8416 * 0.5 * 0.5}{0.0025} = 385$ respondents

Method of determining the sample size is for each manufacturing firms selected based on conventional approach follows some "convention", number believed somehow to be the right sample size convincingly in the firm surrounding have taken from n . The sampling technique has used judgmental sampling.

7.2. SELECTION OF RESEARCH METHOD AND DESIGN

When the sample selections have completed a suitable research method has decided on. After taking into consideration the theoretical approach and the nature of the research objectives, descriptive approach with descriptive, inferential and relational analysis using a pluralistic design have used as the most suitable approach for analyzing the data.

7.3. DATA TYPE AND SOURCES

Sources of information are conveniently classified as either primary or secondary.

➤ Sources of Primary Data

A structured questionnaire has used with the objective of gathering information on CSR practice from the surrounding community. Physical inspections around the main plant of manufacturing firm and CSR practiced of the institution have carried out. Interviews have been conducted with owners/Managing directors of firms and higher Officials/ experts of the concerned (Investment, Industry, Trade, and worker & Social Affairs Bureau) offices.

➤ Sources of Secondary Data

Various publications, different journals, articles, reports, brochures, flyers and magazines' related to the subject under study, and other online materials will be utilized.

7.4. DATA ANALYSIS

Since the data have collected were CSR Practice; which sets out initial findings in relation to the topic, and that general conclusions should be drawn from these by using descriptive (percentages, mean and Standard deviation), T-test a Pearson correlation, which helped as to draw narrations of UN standard based implementation.

8. RESULTS AND DISCUSSION

This part presents analysis, interpretation, findings and discussions of information collected from Stakeholders of Manufacturing firms in East Gojjam Zone. 385 questionnaires were distributed to these stakeholders and 65.714% of them were collected back. In the study, manufacturing firms CSR practices in East Gojjam zone, 253 stakeholders participated.

8.1. THE SOCIODEMOGRAPHIC ATTRIBUTES OF CSR MANUFACTURING FIRMS STAKEHOLDERS

The study shown majority of the respondents (about 60.5%) are between 26- 30 years of age. This is mainly because the study participants are stakeholders currently residence around every town are youngsters.

According to Fentaye and etal (2014) study the ANOVA result shows that age of the respondents does not influence their perception toward CSR initiative of firms with statistical significance at 0.05 (sig=0.168). The finding of this study inconsistent with the findings of which found that age as demographic factor significantly influences the employee's perception for the social and ethical behavior of their firm. Therefore, age influence on the perception of CSR initiatives had mixed results. In our study as we have shown under the descriptive result all of the individual at every age range have participated in the study and have been developing an outlook about the CSR practices.

The majority of the respondents, which accounts 81.4% of the respondents are males and the rest are Females. Fantaye and others study in 2014 shows that gender difference influences the perception of CSR initiatives with statistical significance at the level of 0.05 (sig= 0.000). In this case female employees had higher level of perception than male counterpart. Several empirical evidences indicated that females are more ethical and more sensitive to and less tolerant of unethical subjects than males.

However, the finding of this study inconsistent with the findings of our study which shown as their participation and involvement have concerned minimal that was also assured under interview participation.

The mean score is <3.39 we can understand that across all level of CSR construct group every respondent has low understanding about profit influence up on CSR constructs. Even though it is real we can specify which influencer (Profit, people, planet) is highly involved in which construct category by comparing the means. Therefore, respondents have great perception up on the influence of planet at each CSR constructs in developing nation (mean=3.24, 3.04, 3.18, 3.07 respectively) in a relative sense. This shows high impact up on manufacturing firms CSR outcomes, even though it is below average mean standard. In turn in the given table below (table 6) shows each construct influence up on economy, Social and the environment influence. In relative with their dimension as shown in the result companies which have been running in line with economic responsibilities have achieved their profit economy better than other factors. Responsibilities in relation with philanthropic act a lot contribute to preserve the social life. In regard with legal and ethical dimensions of the constructs economy and planet conservation respectively could considered as their deal. But in general it can be considered as low in creating great instruction between responsibilities and the economy, Social and environmental existences. These harshly affect the sustainability of the firms by creating comprehensive and strong bondage between the firm and stakeholders.

The study by Sultan (2016) shown CSR has no significant on profitability, which was forwarded to the staff of oil companies who participated in the group discussion and 33%, 59%, 8%, 0%, and 0% responded strongly agree, agree, and undecided, disagree, and strongly disagree respectively indicating agreement to the proposition that CSR has no significant impact on profitability of their company. The result is inconsistent with our finding that shown us each dimension of CSR constructs have a strong significant contribution up on the other.

The study has shown that both males and females have low attitudinal orientation across four constructs similarly. Even though the result shown is low attitude orientation for these constructs for comparison purpose we can see each dimension with in being male or female. From the table we can depict that males have higher attitudinal orientation than females in CSR activities. Both of them are higher in results of Pursuing better economic responsibility. The figures in the table shown that both males and females are lower in enforcing the firm to be responsible in ethical regards of Manufacturing firms (mean=2.94, mean=2.91 respectively) than other CSR constructs.

The study has recognized that without the concern of education level all of the respondents have lower orientations to conserve and made responsible on CSR constructs. But for differentiation means respondents at each level have shown higher interest in participation of companies at their economic responsibilities.

The ANOVA result of Fantaye and etal (2014) shows that the level of education influences the perception of respondents on CSR initiatives with statistical significance at the level of 0.05(sig=0.42). The finding of this study is consistent with the findings of other studies which found that educational background as demographic factor significantly influences the perception for the social and ethical behavior of their firm. But in our case the results were inconsistent with the above i.e. all individuals across each education level haven't any difference in CSR practice concern.

Pearson's product-moment correlation is one of the most frequently used bivariate correlation procedures. Analyses were computed using a two-tailed test for statistical significance, with the *p*-value at the <0.05 level.

Age of respondent, correlated with each of the four variables shows a *p*-value < 0.05 meaning the correlation coefficient occurred by chance is relatively small. This implies that the two variables matrix shows have no correlation. As we have seen from the figure in the table its approximation is equal to zero (i.e. .000, .006, .003 and .001 respectively) for the four Constructs). This implies that age of respondents has no correlation with CSR constructs. Concerning gender of respondents since the *P*-value is less than (i.e. 0.037 <0.05) for Economic Responsibilities of CSR constructs, it is reasonable that the occurrence of the correlation coefficient is relatively small. So, we can say that gender have no influence/relation up on economic responsibility of companies. When we observe the result of *p*-value in the table Philanthropic Responsibilities, Legal Responsibilities, Ethical Responsibilities in manufacturing companies have greater *P*-value (.353, .085, .348 respectively) from 0.05. This shows that there is probability of having higher correlation coefficient but the correlation coefficients are lowest. Meaning Philanthropic Responsibilities, Legal Responsibilities, Ethical Responsibilities have weak relationship with the variable gender. The other demographic category in relation with each construct is educational background the *p*-value of it is greater than 0.05 shows that there is the probability of occurrences of larger correlation coefficients, delivers no correlation but the probability of occurrences of correlation coefficients is small (.313, .197, .254, and .427 respectively) which shows weak correlation of CSR constructs and educational background.

8.2. CSR PRACTICE NARRATIONS AGAINST UN INTERNATIONAL STANDARD ANALYSIS

The next analysis has made up standards base line operations of companies has undertaken in its labor practices the Universal Declaration on Human Rights of the United Nations and aligns professional conduct with all of its protocols, in addition to international agreements approved by the UN and by the International Labor Organization (ILO) on social rights, as well as the OECD Guidelines for Multinational Companies. This is in line with **Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights. **Principle 2:** Businesses must make sure that they are not complicit in human rights abuses.

As assured by the interview and questionnaires response most of the companies haven't standardized selection processes and supplier control and follow-up mechanisms. This hinders the promotion among its stakeholder's observation and non-compliance with prevailing social and environmental norms, as well as not complies with all CSR constructs under the Global Compact. **Principle 3:** -Businesses should uphold freedom of association and the effective recognition of the right to collective bargaining. There is no open atmosphere of ongoing dialogue, the free association of its workers and considers this to be an inalienable right. **Principle 4:** Businesses should support the elimination of all forms of forced and compulsory labor. There are some forms of forced labor and there are no initiatives aimed at elimination thereof. The company's internal norms, which are mandatory but not accessible for all employees, couldn't set down the company's recruitment policies and guidelines, as well as employee procedures and working conditions, all of which are intended to ensure work effectiveness, which couldn't have gone through and a personal and professional life misbalance. **Principle 5:** Businesses should support the abolition of child labor. Companies condemns all forms of child labor, are concerned for concerning minimum age. Furthermore, since there is no any in the stakeholders Social Responsibility Code, a mandatory requirement for Upstream and downstream developments could not applied. **Principle 6:** Businesses should uphold the elimination of discriminatory practices in employment and occupation. Companies accept or abide by any action that entails discrimination of candidates in some instances any hiring process due to sex, nepotism and family background views, social background, and upholds a policy of equal pay for equal work. Companies policy on non-discrimination were not explicitly reflected in the Common Management council, which apply to the entire company and which are known by and mandatory for all stakeholders. **Principle 7:** Businesses should support a precautionary approach to environmental challenges. Lack in Companies commitment to the environment and its awareness of today's environmental problems, as well as the development of a model based on sustainability, hasn't led to the company's business activity and structure being grounded in these values, which are integrated into its productive processes. **Principle 8:** Businesses should undertake initiatives to promote greater environmental responsibility. Companies are not committed from its inception to sustainability and the struggle against climate change, integrates into the attainment of its business goals a policy focusing not only on its products and services contributing to sustainability, but also on achieving these goals in a sustainable manner, but contributing to economic progress, social equity and conservation of the environment is very eminent or null. **Principle 9:** Businesses should encourage the development and diffusion of environmentally-friendly technologies. In today's world there is a technology provider that applies innovative solutions for sustainable development. None of the companies activities couldn't conducted by the company through its five business units: Solar, Bioenergy, Environmental Services, Information Technologies, and Industrial Engineering and Construction, is aimed at developing and propagating environmentally-friendly technologies and enhancing energy efficiency. **Principle 10:** Businesses should work against corruption in all of its forms, including coercion and bribery. It is well known that companies' most powerful tool for fighting corruption is its Code of Professional Conduct, which governs the acts and working relations of all stakeholders and non-compliance with this code may result in dissolution of the working relationship. This code not only prohibits all forms of corruption, including extortion and bribery, but rather demands the highest standards of honor and ethical conduct, and includes procedures for dealing with conflicts of interest between personal and professional relationships; requires suitable disclosure in the reports which wouldn't present on a regular basis to bodies of the stakeholders; Companies hasn't also promoted environmental awareness both inside and outside the company, in addition to participating in forums on sustainability. In general, speaking our country in general in our case in particular the rules and regulation informs of basic laws or proclamations most of their parts can be considered as paper tiger because not only the written regulatory parts but also the firms feasibility and impact assessments documents couldn't reconsidered to assure the firm sustainability alignment with internal and external stakeholders' as per the promise able documents.

9. RECOMMENDATIONS

Stakeholders wants companies to make a profit, but not at the expense of their staff and the wider community generally stakeholders. Thus the following suggestions have given for the concerned individuals.

- ✓ Appointing the concerned individuals at each government and company level separately that launches proactive programmes and policies to create encouragements for organizations to develop and behave in a socially responsible and sustainable manner through awareness creation, support, monitoring, evaluation and dissemination of best practice.
- ✓ Stimulate dialogue on the focus areas of millennium development goals priorities of societal, economic, environmental and the underlying root causes by forming strategic partnerships with local or national governments, local and international NGOs, other local businesses, universities, research institutes, unions or other stakeholders with similar objectives by avoiding conflict of interest occurs when an individual or a corporation (either private or governmental) is in a position to exploit his/her or their own professional or official capacity in some way for personal or corporate benefit.
- ✓ This has been requiring signing a Social Responsible Corporation based on the international standard between companies and governments up on those international issues signed by the country. The rationale for proactive action by companies must handle: - direct cost-benefit, reputation, risk analysis and mitigation resources.

10. CONCLUSION

The study concluded that the Perceptions on CSR constructs and factors in context of Ethiopia developed for centuries hasn't the potential to shape and determine the understanding and implementation of socially responsible actions. The sympathy to the concept and practices of social responsibility in our case is still in its infant stage. The dilemma between the global standards and the local practices towards implementing CSR couldn't be balanced.

The society's negative attitude and lack of trust towards private and public Companies adversely affected the initiatives they carried out towards the implementation of CSR. The lack of strong government efforts to bridge the weak tripartite (Companies- Government-Community) partnerships has its own implication on the effective implementation of CSR. The study have seen that there are major bottlenecks that hinder the assessment of CSR programs of manufacturing firms because companies have not been preparing CSR execution program, are not committing funds for CSR activities and those who are investing on such activities don't report to stakeholders and include in their annual reports.

11. SCOPE OF THE STUDY

The study covers the perception, theory, and intervention of government, audit of CSR. However, this study has concentrated on only practice of corporate social responsibility in "Corporate" which covers the large spectrum of businesses refers to higher manufacturing industries in East Gojjam Zone. In line with target population the community (residents, suppliers, clients, and employees), owners/managing directors, government officials/experts have been included.

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APPENDICES: TABLES

TABLE 1: AGE DISTRIBUTION OF THE RESPONDENTS

Number	Age	Frequency	Percentage
1	15-20	11	4.3
2	21-25	37	14.6
3	26-30	153	60.5
4	above 31	52	20.6
	Total	253	100.0

TABLE 2: GENDER DISTRIBUTION OF THE RESPONDENTS

Number	Gender	frequency	Percent
1	Male	206	81.4
2	Female	47	18.6
	Total	253	100.0

Source: Own Survey, 2019

TABLE 3: MEAN SCORE MEASUREMENT

Mean score	Description
< 3.39	Low
3.40-3.79	Moderate
> 3.80	High

TABLE 4: CARROLL’S FOUR PART PYRAMID CONSTRUCTS IN DEVELOPING COUNTRY CONTEXT ACROSS INFLUENCE UP ON ECONOMIC, SOCIAL AND ENVIRONMENTAL FACTORS

		Economic Responsibilities	Philanthropic Responsibilities	Legal Responsibilities	Ethical Responsibilities
Profit	Mean	2.68	2.74	2.75	2.70
	N	26	26	26	26
	Std. Deviation	0.725	0.515	0.732	0.751
People	Mean	3.10	2.92	3.06	2.88
	N	152	152	152	152
	Std. Deviation	0.697	0.56	0.712	0.659
Planet	Mean	3.24	3.04	3.18	3.07
	N	75	75	75	75
	Std. Deviation	0.618	0.615	0.693	0.559
Total	Mean	3.11	2.94	3.07	2.93
	N	253	253	253	253
	Std. Deviation	0.689	0.662	0.709	0.645

Source: Own Survey, 2019

TABLE 5: CARROLL’S FOUR PART PYRAMID CONSTRUCTS/CSR? IN DEVELOPING COUNTRY CONTEXT BASED ON GENDER

Gender of Respondent		Economic Responsibilities	Philanthropic Responsibilities	Legal Responsibilities	Ethical Responsibilities
Male	Mean	3.16	2.95	3.13	2.94
	N	206	206	206	206
	Std. Deviation	0.619	0.542	0.658	0.602
Female	Mean	2.50	2.92	2.92	2.91
	N	47	47	47	47
	Std. Deviation	0.826	0.646	0.802	0.743
Total	Mean	3.11	2.94	3.07	2.93
	N	253	253	253	253
	Std. Deviation	0.689	0.574	0.709	0.645

Source: Own Survey, 2019

TABLE 6: CSR CONSTRUCTS ACROSS EDUCATION

Education back ground of respondents		Economic Responsibilities	Philanthropic Responsibilities	Legal Responsibilities	Ethical Responsibilities
Above degree	Mean	3.09	2.91	3.04	2.91
	N	157	157	157	157
	Std. Deviation	0.532	0.573	0.709	0.614
Diploma	Mean	3.16	3.02	3.17	2.97
	N	54	54	54	54
	Std. Deviation	0.606	0.555	0.629	0.632
Below Grade 12.	Mean	3.13	2.96	3.07	2.91
	N	42	42	42	42
	Std. Deviation	0.822	0.603	0.802	0.776
Total	Mean	3.11	2.94	3.07	2.93
	N	253	253	253	253
	Std. Deviation	0.689	0.574	0.709	0.645

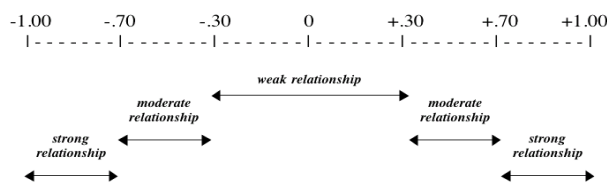
Source: Own Survey, 2019

TABLE 7: THE RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLE AND CSR CONSTRUCTS OF STAKEHOLDERS

Demographic Variables		Economic Responsibilities	Philanthropic Responsibilities	Legal Responsibilities	Ethical Responsibilities
age of respondents	Pearson Correlation	.110	.071	.082	.093
	Sig. (2-tailed)	.000	.006	.003	.001
	N	253	253	253	253
gender of respondent	Pearson Correlation	-.525	-.011	-.070	-.012
	Sig. (2-tailed)	.037	.353	.085	.348
	N	253	253	253	253
Education Level	Pearson Correlation	.015	.025	.0200	.006
	Sig. (2-tailed)	.313	.197	.254	.427
	N	253	253	253	253

Source: Own Survey, 2019

FIGURE 1: CORRELATION COEFFICIENTS RANGE



Correlation coefficients range between -1.0 and +1.0, with those close to 0.0 representing weak relationships, and those close to 1.0 or -1.0 representing strong relationships.

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