

# Perception of Employees on the CSR Activities of Logistics Industry in Chennai Region

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**ABSTRACT:** Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. This article focuses on Corporate Social Responsibility of organizations in the concept of “Perception of Employees on the Corporate Social Responsibility Activities of logistics industry”. Employees are having various satisfaction levels. Companies’ ultimate goal was to contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large and in turn to utilize these for the betterment of their business performance and in the achievement of the organizational goals and objectives. Finally the study was analyzed through a structured questionnaire regarding the employees’ perception on the Corporate Social Responsibility Activities of logistics industry. For survey method Simple Random Sampling was used to survey the employees of four premium logistics companies. The sample size selected from the population was 110 employees. The data collection was made and the data was analyzed using various tools like chi-square, one-way ANNOVA, correlation. The results were there then presented, findings were analyzed and suggestions were given to further improve the Corporate Social Responsibility activities of logistics industry.

**KEYWORDS:** *Perception, Satisfaction, Interest*

## I. PERCEPTION OF EMPLOYEES ON THE CSR ACTIVITIES OF LOGISTICS INDUSTRY IN CHENNAI REGION

Corporate Social Responsibility is continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. Corporate Social Responsibility (CSR) is seriously considering the impact of a company’s action on society. It requires the company to consider its acts in terms of a whole social system and is held responsible for the effects of its acts anywhere in that system. Thus, the meaning of CSR is twofold. On one hand, it exhibits the ethical behavior that an organization exhibits towards its internal and external stakeholders (customers as well as employees). On the other hand, it denotes the responsibility of an organization towards the environment and society in which it operates.

Firms can no longer continue to exploit environmental resources and escape from their responsibility by acting as separate entities regardless of the interest of the society. Organizations, now, are realizing the need to shift their focus on the interest of society.

The sense of being socially responsible has to come from within. CSR involves various voluntary efforts in which companies engage themselves in order to give something back to the society. It involves providing innovative solutions to societal and environmental challenges. Organizations generally believe that acting in a socially responsible manner will create value for them. The fact that an organization is committed to social causes, also gives employees a sense that the company would also be committed to the welfare of its employees as well.

The objectives of the study are as follows:

1. To find out the satisfaction level of the employees towards the past CSR activities and the extent to which they are ready to support the future CSR activities.
2. To ascertain the usefulness of the corporation to the community with reference to community’s needs & requirements.

4. To ascertain whether logistics industry adheres to all environmental and legal legislations.
5. To ascertain whether logistics industry takes initiatives for the welfare of all its stake holders.
6. To make suggestions towards enhancing the current CSR activities.

The following image will picturize the activities carried out by different logistics companies on CSR:

Fig .1



### 1.1 RESEARCH METHODOLOGY:

The study was carried out with a sample of 110 employees from leading four logistics companies. The questionnaires are distributed to the employees randomly. Hence every individual in the sample gets the equal probability of being included in the sample and hence this observation and inference is free from personal bias.

### II. STATISTICAL TOOLS AND ANALYSIS

#### CHI- SQUARE TEST I – ( $\chi^2$ )

Chi-square is the sum of the squared difference observed ( $o$ ) and the expected ( $e$ ) data (or the deviation,  $d$ ), divided by the expected data in all possible categories.

#### Null hypothesis (Ho):

There is no relationship between the age and objectives of csr activities.

#### Alternate hypothesis (H1):

There is relationship between the age and objectives of csr activities.

**Table 1**  
**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * OBJECTIVES OFCSRACTI VITIES	110	100.00 %		.0%	110	100.0%

**Table 2**  
**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.713 <sup>a</sup>	6	.000
Likelihood Ratio	129.378	6	.000
Linear-by-Linear Association	76.535	1	.000
N of Valid Cases	110		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.77.

$$\text{Degree of Freedom} = (r-1) * (c-1)$$

$$= 3 * 2 = 6$$

$$\text{Calculated value} = 105.713$$

$$\text{Tabulated value} = 12.592$$

$$Z = Z_{\text{cal}} > Z_{\text{tab}}$$

$$Z = 105.713 > 12.592$$

Hence, the Alternate hypothesis [H1] is accepted

#### INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the age and objectives of csr activities.

### III. ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

#### Null hypothesis (H0):

There is positive relationship between the supporting students through providing scholarship and supporting to improve quality of life of people.

#### Alternate hypothesis (H1):

There is negative relationship between the supporting students through providing scholarship and supporting to improve quality of life of people.

**Table 3**  
**Correlations**

	SUPPORTING STUDENT THROUGH PROVIDING SCHOLARSHIP	SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE
SUPPORTING STUDENT THROUGH PROVIDING SCHOLARSHIP	1	.765**
SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE	.765**	1
Pearson Correlation		
Sig. (2-tailed)		
N	110	110

\*\* . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$r = .765$$

**INFERENCE:**

Since r is positive, there is positive relationship between the supporting students through providing scholarship and supporting to improve quality of life of people.

**ONE-WAY ANOVA CLASSIFICATION**

**Null hypothesis (Ho):**

There is a significance difference between the csr performance report and providing monetary benefits to help the needy.

**Alternate hypothesis (H1):**

There is no significance difference between the csr performance report and providing monetary benefits to help the need

**Table 4**  
**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Strongly agree	2		
Agree	108	1.16	.366	.035	1.09	1.23	1	2
Total	110	1.15	.363	.035	1.09	1.22	1	2

**Table 5**  
**Test of Homogeneity of Variances**  
ACSRPERFORMANCEREPORT

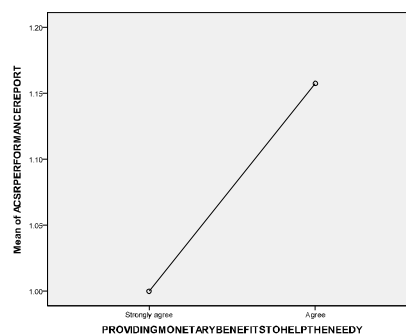
Levene Statistic	df1	df2	Sig.
2.219	1	108	.139

**Table 6**  
**ANOVA**

ACSRPERFORMANCEREPORT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.049	1	.049	.367	.546
Within Groups	14.324	108	.133		
Total	14.373	109			

**Fig 2**



**Tabulated value = 6.85**

**Calculated value = 0.367**

$F = F_{cal} < F_{tab} \quad F = 0.367 < 6.85$

Hence, the null hypothesis [H<sub>0</sub>] is accepted.

#### **INFERENCE:**

The calculated value of F is greater than the tabulated value. Hence, we reject the alternate hypothesis and conclude that there is a significance difference between the csr performance report and providing monetary benefits to help the needy.

#### **IV. FINDINGS**

As it is found from the above analysis, it is clear that, the employees of different age groups have a different perception towards CSR activities with a difference in providing monetary benefit to the needy by the companies. The student community can be benefitted by receiving projects.

In the ethical and legal front, the company adheres to almost all the rules and regulations laid by the government. The company complies with the national labor regulations.

It is found that the maximum numbers of employees who are very much ready to involve themselves in the future CSR activities are from sales. It is found that the level of personal involvement in the future CSR activities is equal among male employees and female employees.

## V. CONCLUSION

The percentage of employees who are very much satisfied with the past CSR activities and very much ready to support the future CSR activities is nearly 50 to 55% only. Hence the company has to encourage the rest of the 50% employees to involve themselves in the CSR activities in order to make it more effective and efficient.

The company can build stronger partnerships with NGOs, with local communities, and with any stakeholder who can add value to the business and its development as CSR also helps in improving the reputation of the company. The company can involve stakeholders in innovative strategies and projects to create productive change. The company should monitor what their key stakeholders consider as priority issues, and undertake those initiatives with high issue support.

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