

## EXAMINING RELIGIOSITY, NON RESPONDENT SMES EXECUTIVES' ATTITUDE & BEHAVIOUR TOWARDS CSR IN ODISHA

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### ABSTRACT

It is necessary to find out the percentage of non respondents in the whole survey and the causes of non response. The rejection to the questionnaire is not the actual rejection of their religiosity, attitude and behaviour. The forced choice method is applied to answer few questions, which justify their religiosity and CSR attitude and CSR behaviour. The body language and facial expression of non respondent SMEs executives express hidden qualities of their attitude and behaviour. The materiality of their sudden rejection to the survey process also says either positive and negative attitude or behaviour of SMEs executives. The attitude of non respondent SMEs executives' is evaluated minutely to gather the never unfolded supreme attitude and behaviour of SMEs executives' CSR attitude and CSR behaviour. The personal contact and personal non contact give importance for this study.

**KEYWORDS:** Non respondents, Religiosity, SMEs executives, CSR attitude, CSR behaviour

### INTRODUCTION

The range of probability lies in 0 or 1. When an event occurs, it is 1 otherwise it is 0 for non occurrence. Under direct personal interview method of data collection, face-to-face interview is done to collect information. The participants may be known or unknown. But the sample segment is known. It means, the researcher knows where to go and to whom he will contact. The person may be new ones to the researcher. Prior appointment with the participant will give scope to participant to think over the research topic. He will prepare himself to answer the questions of questionnaires. If the researcher will go to an industry to meet the owner or the employees without any prior appointment, there may be a possibility that he can take the interview with them or may not be. If the interview event will occur, it will carry the value of probability 1 otherwise 0. The sudden appointment and interaction between researcher and SMEs executive will reveal the original phenomenon. The chances of bias will be very less. In this way, the respondents of small and medium enterprises (SMEs) are going to face an unknown person, with whom they will share the business secrecy as information. The corporate social responsibility (CSR) identity is a sensitive topic for any industry. Discussion about CSR is a very balance score subject for both interviewer and interviewee. The chances of suppression of few questions and true facts about CSR will not be easy for both parties when they will talk face-to-face. In the field research, the researcher fairly doesn't know what will happen in the next step. He is mentally ready to handle any objections and huddles, he will face during his work process. There are two sets of non respondents studied by the author such as (1) The refused group and (2) The never located group. The socio demographic data along with moral value data are taken into consideration in this study

(Goudy Willis. J, 1976). The objection and refusal cause non respondent samples. The study of non response samples speaks few new lines of knowledge in critical measurement of sample survey (Atrostic<sup>1</sup> B.K., Bates<sup>1</sup> Nancy, Burt<sup>1</sup>Geraldine, and Silberstein<sup>2</sup> Adriana, 2001).

## BACKGROUND

Research Field Work: After initial academic discussion about the depth of the topic, the target geographical areas are selected. The target samples are collected from secondary source of data. Field survey with existing literature review is done simultaneously to find out the foundation of research. The government officials have not given a clear picture about the corporate social responsibility (CSR) of small and medium enterprise (SMEs). So, it was very much essential to investigate the indicators of CSR practice by SMEs in Odisha from primary data source. Two suggested places are taken as our study purpose, one is Berhampur in Ganjam district and the other is Rourkela in Sundergarh district in Odisha. Fifty numbers of literatures are reviewed and a set of questionnaire is prepared. Generally, the head of SMEs is to be interviewed as he or she is the one who likes to have maximum information about the enterprise. If he is not available, then the next most responsible person of enterprise is to be interviewed. In case of personal interviews, both information and reaction of the respondents are recorded in a spot only (Hansen Morris H., 1946). The research field work is done in four phases. In the first phase, 61 samples are collected from Ganjam district. In the second phase, 11 more samples are taken from the same place at the time of revisiting. More time is spent on those sample collections for interviewing to the respondents. In the third phase, the most appropriate area is studied. 50 SMEs are contacted and 100 samples are collected. Lastly, in fourth phase 200 samples are contacted, where respondents and non respondents are found. The recent study is done to verify and examine the non response impacts on the study. The importance of non responses is taken into consideration for drawing inferences. The assessment of non respondents in a sample survey is very important because it shows (i) the degree of non response from a whole sample size, (ii) the degree of deviation between respondents and non respondents (Ellis Robert A., Endo Calvin M., Amir, 1970). Due to these variations the attitude and behaviour of respondents and non respondents creates an unusual condition in the whole research process. Simultaneously, another 50 additional literature review is done as per need of the survey appetite. As per literature review, samples are collected in four phases.

## LITERATURES REVIEWS

Daniel, Wayne W. (1975): According to the author, the non respondent is one who is not available at the exact place, who refuses to respond the questions and also who does not take part in survey discourse. There are various causes of non respondents in sample survey such as (1) It is not possible to interact with an individual at his house or workplace, (2) Higher percentage of working women in an enterprise, (3) People do not believe on strangers due to crime and suspicious nature, (4) Executives are not interest to reveal business secrecy at any cost, (5) People do not like to be personalized and answer any question asked to them.

Goudy Willis. J (1976): There are two sets of non respondents studied by the author such as (1) The refused group and (2) The never located group. The socio demographic data along with moral value data are taken into consideration in this study. The statistical inferences are drawn by using the analysis of variable distributions like percentage, simply mean and standard deviation.

The results have come in the form of bivariate correlation and multivariate regression outcome. The non response creates bias and effects in drawing conclusions. To avoid non response bias, two or three tests must be conducted. It helps in the completion of questionnaires. The samples must be collected through questionnaire response in different time period in order to eliminate the non-response bias.

Armstrong, J. Scott, Overton Terry S. (1977): The mail survey contains a mostly bias in lieu of non response and non return of mailed questionnaires. It is predicted that 100% mailed questionnaires will not be returned, but reduction in non response may reduce the non response bias. Various reasons lead to non response of mailed questionnaires. The subjective estimation of non response bias is essential to protect the bias in sample surveys. The respondents are responding those questionnaires which they like or feel free to answer it. The questionnaires must draw a positive and hallow effect on readers of questionnaires so that they will be interested to answer it.

Hansen, Morris H. (1946): The mail questionnaire sample survey is one of the economical methods of data collection and sample survey; whereas the personal interview method of data collection is one of the costlier methods. The mail questionnaire survey method can reach to a large number of populations and information is collected as facts and figures from respondents. Here, a large number of non respondents arise. In case of personal interviews, both information and reaction of the respondents are recorded in spot only. The percentage of personal interviews non respondents is lesser than mail survey non respondents. But, the mail questionnaire survey method is economical in comparison to the personal interview method.

Bates, Nancy, Doyle, Pat and Winters Franklin<sup>1</sup>, U.S. Census Bureau (2000): The degree of non respondents' information lights on the concert of public opinion which estimates all elements of the survey. The non response data provide the information about the correction of different steps in the survey process. It also helps to rectify and modify few questions of questionnaires. It will serve the quality of response and output after evaluation and analysis of data. It increases the data consistency both in concept and measurement.

Atrostic<sup>1</sup> B.K., Bates<sup>1</sup> Nancy, Burt<sup>1</sup>Geraldine, and Silberstein<sup>2</sup> Adriana (2001): The study of non response samples speaks few new lines of knowledge in critical measurement of sample surveys. The ideal response and non response guides for improving the quality of research. The non response items to be considered for finding some addressed or undefined elements of sample surveys. It helps to explore some kind of additional indicators and qualitative data presentation which will enhance the quality of sample survey design process. The comparative data analysis makes fruitful to find out the trends and reasons of non response during data collection. The absconding, absent and non finding of exact samples does not lead the real sense of non response. Revisit and follow up is required to access the exact samples, although it will take more time and also it is expensive in nature. Sometimes, it is not taken under non respondent category. In this way the most eligible samples are being eliminated from most favourable sample type and size.

Ellis, Robert A., Endo Calvin M., Armor (1970): Eventually, the sample survey or succeeds in avoidance of non response; it is a very difficult task for him. The assessment of non respondents in a sample survey is very important because it shows (i) the degree of non response from a whole sample size, (ii) the degree of deviation between respondents and non respondents. It strikes out the failure of useful information by non participating samples in sample surveys. Previously, the administrative records are being referred to know the drawbacks of non response and examine the effects of non response. The relational variables are tested to certify the hypothesis with consideration of non response bias.

It is necessary to find out the degree of non response bias which is affecting the originality of variables investigation and relationship among those variables.

Saliba Anthony, Ostojic Peter (2014): The internal feelings of a researcher define himself the sample size, sample type, basic characters of samples and criteria for selecting the samples. After that he used to collect samples as per the criteria and quality of samples. Here, he either selects or rejects the samples. Statistical tools are used to measure the key participants in his research process by considering the situations and actual facts. During the interview process with key respondents, the researcher tries to observe and find the internal feeling and thinking of respondents. Here, the actual facts and figures arise even if it leads to bias as per theoretical consideration. Such bias comes out of human experience and understanding. The non response bias arises on the basis of true facts and findings out of pure human behaviour. The inclusive study focuses on direct contact with the respondent on his door step either at home or work place. On the other hand, the telephone interviews are also done by the researcher to quick access of key respondents. The modern technology used by researchers, the online interview is done in sample surveys. It does not require personal contact. It is an economical and effective way of sample survey. Two vital things are found from it that the individual sample may agree to respond or not agree to respond. It results in the bias and non bias response easily. The three important elements of response behaviour are observed by researchers before allocating the sample into response group or non response group i.e. (i) Internal sense of the feelings of the respondent, (ii) pure thinking of respondent and (iii) judgmental sense of respondent.

Smith, Tom W. (1983): The non response samples create bias and other serious problems for drawing the inference. When the number of non respondents is more than the number of respondents, it does not provide the actual inference. The rate of non response must be 0.25. It is absolute and good. The face -to-face interview and the national survey are the best method of data collection, which observes the below or absolute rate of non response. Generally, the non response comes from the bias answer of respondents up to the elements like age, income, number of family members, name of the head of the family etc. These are also one sort of refusal to the actual. Then, the conclusion comes with bias scenario.

Groves, Robert M. (2006): The rate of refusal is high in the household survey. The probability of refusal is more in the case of rational questions. It is necessary to reduce the rate of refusal to avoid a non response. The response is a random variable which is collected by a researcher carefully. Random samples are collected from a target population to make absent the error. Sometimes, the respondents' expression also creates non response bias. To minimize the rate of non response, it is necessary to collect a higher rate of response followed by correct method of data collection with study of the target population.

Alwin Duane F. (1977): The qualitative data collection and drawing quality conclusion give importance by the author to avoid basic errors in research. The simple average method is used in research processes with consideration of adjustments in questionnaire design, interview process, non response bias etc. It is outlined that the researcher and also the field research workers make mistakes, errors in sample surveys. But the importance is given to reduce the errors in the process of data collection. The quality of data collection depends upon the sample size, sample questions and quantity of questions in a questionnaire to avoid refusal and errors in sample collection. Generally, the researcher has information about the probable sample size, but he also finds few non probable samples during his field research work. It is not so easy

to understand the conclusion statement regarding the attitude, behaviour of an individual. There are some adjustments which are included in sample designing to balance the sampling.

Gorman Benjamin (2008): The non response bias is core setback in the research process. The quality and quantity of non response bias are detected for balancing the bias by using definite method. It is necessary to control the non sampling and sampling errors. Adjustment is supported to find out the accurate result in sample response. The personal interview refusals are taken into the hypothesis of research objectives.

## **EXPLORING NON RESPONSES**

According to author (Daniel, Wayne W., 1975), the non respondent is one who is not available at the exact place, who refuses to respond the questions and also who does not take part in survey discourse. Rejection, partial refusal and silence in answering a few questions allow non response. The substance of bias comes when a person is forced to answer the questions. The interest of a person to discuss about any topic varies time to time, place to place. The tactful observation and asking questions will explore the bias in response. The researcher draws attention and intention of a respondent to answer the entire questions of a questionnaire. The personalisation values between enumerator and key respondent are correlated to each other for developing favourable situation at the time of the personal interview process. The non response data provide the information about the correction of different steps in the survey process (Bates, Nancy, Doyle, Pat and Winters Franklin<sup>1</sup>, U.S. Census Bureau, 2000). The causes of non-response are subjectively addressed in order to avoid non response bias in the field survey. If it is not found during field survey, then it is very difficult to control the bias in later stage. The cumulative frequency of bias will drag the inference from true facts and figures. The three important elements of response behaviour are observed by researchers before allocating the sample into response group or non response group i.e. (i) Internal sense of the feelings of the respondent, (ii) pure thinking of respondent and (iii) judgmental sense of respondent (Saliba Anthony, Ostojic Peter, 2014).

## **CAUSES OF NON RESPONSE**

The non-response bias starts from the point of sample designing and it is endless. It will distract the research process. The experts' opinion is highly essential to allocate the research steps in an order. Irrespective of expert's interference in research design, the non response bias rises at least 25% of the total sample survey which are unavoidable. Various reasons lead to non response of mailed questionnaires. The subjective estimation of non response bias is essential to protect the bias in sample survey (Armstrong J. Scott, Overton Terry S., 1977). The causes of non response bias are pointed asunder.

- The representative of SMEs is not interesting to answer
- He is not free to discuss with the researcher.
- Head of the department has not given permission
- High job responsibility of a representative suppresses him not to reveal materiality.
- SMEs executives do not aware of the word CSR

**There are other various causes of non respondents in sample surveys, (Daniel, Wayne W., 1975) such as**

- It is not possible to interact with an individual at his house or workplace.
- Higher percentage of working women in an enterprise.
- People do not believe on strangers due to crime and suspicious nature.
- Executives are not interest to reveal business secrecy at any cost.
- People do not like to be personalized and answer any question asked for them.

**There are two sets of non respondents are studied by Daniel, Wayne W., (1975) such as**

- The refusal group who always refuses anything intentionally.
- The never located group to whom it is very difficult to meet them.

**Other non responses in Phase-I am such as**

- “No” response to certain important questions
- The respondent remains silent or neutral to certain questions lead to non respondent.

**Phase II and Phase III have similar elements which define the response and non respondent as below.**

- The respondent who gave more time for interviewing is assumed as more religious and his attitude, behaviour is positive towards CSR otherwise he is treated as non respondent.
- In the phase IV, it is assumed that the consumer who did not submit the completed questionnaire is treated as non respondent. It is simply unrealistic and unjustifiable.

## **OBJECTIVES**

- The objective of this paper is to examine the relationship between religiosity and the CSR attitude of non respondent executives of SMEs in Odisha.
- To examine of the influence of non respondent SMEs executive’s attitude towards CSR behaviour
- To find out the influence of various aspects of religiosity on executives CSR Behaviour.
- To examine the consumer’s response of non respondent SMEs executives towards products of the socially responsible religious organization and CSR

## **HYPOTHESIS**

- H<sub>1</sub>-Religiosity has reversely effects on the CSR attitude of non-respondentSMEs executives.
- H<sub>2</sub>-CSR attitude significantly affects the CSR behaviour of non-respondentSMEs executives.
- The H<sub>3</sub>-Intrinsic religiosity of Non respondent positively affects the ethical CSR attitude.
- The H<sub>4</sub>-Intrinsic religiosity of non-respondent negatively affects the financial CSR attitude.
- The H<sub>5</sub>-Intrinsic religiosity of non-respondent is having a direct positive influence on charity.

The H6-Intrinsic religiosity of non-respondent is having a direct negative influence on diversity.

The H7-Extrinsic religiosity of non-respondent stimulates the philanthropic CSR attitude.

- H<sub>8</sub>-Consumers have a positive response towards CSR of non-respondent SMEs executives.

H<sub>9</sub>-Consumers have an adverse response of purchase intention of CSR oriented SMEs.

## METHODOLOGY

Generally, the researcher has information about the probable sample size, but he also finds few non probable samples during his field research work. It is not so easy to understand the conclusion statement regarding the attitude, behaviour of an individual. There are some adjustments which are included in sample designing to balance the sampling error (Alwin Duane F., 1977). There may be chance of non responsive sample in sample survey method. Sometimes, the respondent observes silence and does not answer few questions which scores the value of no response or uncertain. The values of "do not know" or "no response" or "uncertain" speaks attitude of the respondent. It also reveals the silence behaviour in his body language or facial expression. It helps to explore some kind of additional indicators and qualitative data presentation which will enhance the quality of sample survey design process (Atrostic<sup>1</sup> B.K., Bates<sup>1</sup> Nancy, Burt<sup>1</sup>Geraldine, and Silberstein<sup>2</sup> Adriana, 2001). The questionnaires are completed by face to face interview with key participants in the survey. The response values of 372 respondents are tabulated in Table 1. It contains four phases' number of respondents and non respondents to the questionnaires during the field survey. It is given in the form of number of questionnaires were distributed verses number of questionnaires replied by respondents. The rate of refusal is high in the household survey and the probability of refusal is more in the case of rational questions (Groves Robert M., 2006). The number of non respondents to questionnaires and the percentage of non respondents are recorded in Table 1.

**Table 1: RESPONSE TABLE**

PHASE (P)	SC	QD	QR	NRQ	PNR
I	61	61	61	0	0%
II	11	11	11	0	0%
III	100	100	100	0	0%
IV	200	200	50	150	75%
TOTAL	372	372	222	150	40.32%

Where as

P- Phases of Field Research

SC- No. Of Samples Contacted

QD- No. of Questionnaires Distributed

QR- No. of Questionnaires Replied

NRQ- No. of Non Respondents to Questionnaires

PNR-Percentage of Non-Response

## SUBJECTIVE ANALYSIS OF NON RESPONDENTS

The study of non-response samples speaks few new lines of knowledge in critical measurement of sample survey

(Atrostic<sup>1</sup> B.K., Bates<sup>1</sup> Nancy, Burt<sup>1</sup> Geraldine, and Silberstein<sup>2</sup> Adriana, 2001). The internal feelings of a researcher define himself the sample size, sample type, basic characters of samples and criteria for selecting the samples. After that he used to collect samples as per the criteria and quality of samples. Here, he either selects or rejects the samples. Statistical tools are used to measure the key participants in his research process by considering the situations and actual facts. During interview process with key respondents, the researcher tries to observe and find the internal feeling and thinking of respondents (Saliba Anthony, Ostojic Peter, 2014).

### **Non Respondents' Religiosity and CSR attitude**

When the researcher had given his personal identity to the representative or SMEs, he was welcomed by respondent. In form discussion before the interview, the respondent could know about the organization to which the research belongs. The researcher is a part of the University under the religious organization. So that, it is assumed that the respondent may respond "No" to certain questions on questionnaires out of his personal judgement but he may be an ethical one. His attitude is very much positive towards social factors of his community.

### **Non Respondents' CSR attitude and CSR behaviour**

The negative components of **A** in the form of "Nu" values, "SD" and "D" are very less in comparison to positive values of "SA<sub>g</sub>" and "A<sub>g</sub>". Here  $44.62+5.80 > 2.86+5.06+2.66$ . It is clear that positive intrinsic response is higher than negative extrinsic response.

### **Non Respondents' Religiosity and CSR behaviour**

In Table 2, the total average, respondents of "Y" is  $(R+B+C=37.80+4.27+18.47) =60.54$ , whereas "N" is  $(R+B+C=32.20+56.73+42.53) =131.46$  which is higher than "Y". It represents the number of average non respondent is more in this study. Neither they had higher religious value nor positive attitude and behaviour towards CSR.

### **Non Respondent's consumer's response and CSR**

The table 1 shows that 200 number of SMEs executives had purchased goods from a religious organization. It means they have positive religious and social responsibility appeal. 200 questionnaires are distributed to 200 SMEs executives, but only 50 questionnaires are completed and returned. Here, 150 SMEs executives have come under Non Respondents. Although they did not respond to the questionnaires, but had purchased the product after knowing the product are from religious organization who is involved in social responsibility activities in our community. It is said that the non respondent SMEs executives' religiosity, CSR attitude and CSR behaviour are positive unconditionally. Even if the non response bias is seen, actually it is not true. It is an illusion and theoretical perception of an observer.

## **FINDINGS**

- It is found that Religiosity of non respondent SMEs executive is positive.
- The non respondent had given less time in research process, but shown a positive attitude and responded well during the interview.
- Although the extrinsic religiosity of non respondent did not allow him to come up with CSR values, but the intrinsic religiosity scored well for CSR practice.

- The non respondents may not be sincere in answering the questionnaire, but his attitude and behaviour is positive towards CSR. When non respondent is a SMEs executive, may not be able to complete the questionnaire and returned it, he had purchased goods from a religious and socially responsible organization. It certifies that his attitude and behaviour is fine tuned positive towards CSR.

## RESEARCH GAP

Smith, Tom W. (1983) said that the non response samples create bias and other serious problems for drawing the inference. When the number of non respondents is more than the number of respondents, it does not provide the actual inference. The rate of non response must be 0.25. It is absolute and good. On this basis the research gap is drawn. The minimum bias may be 25%

Now, the percentage of Non respondents in Table 1 is 40.32%. It will create maximum non respondent bias is 40.32. The assumed bias is 25%, and then the difference is 40.32% minus 25% equal to 15.32%.

IF 40.32% is 150 respondents, then 25% = 93 respondents

Bias = 150-93=57. Otherwise, 15.32% is equal to 57.

Minimum 57 sample surveys to be conducted to avoid the non respondent sampling error.

Large data over a long period of time should be observed for normalization of sampling.

## CONCLUSIONS

The non response bias is core setback in the research process. The quality and quantity of non response bias are detected for balancing the bias by using definite method. Adjustment is to be supported to find out the accurate result in sample response (Gorman Benjamin, 2008). The qualitative data collection and drawing quality conclusion give importance by the author to avoid basic errors in research (Alwin Duane F., 1977).

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