

CHAPTER FOUR

4.0 Data presentation, analysis and interpretation

4.1 Introduction

All the point, it is necessary to note that some management decisions in areas of Social responsibility can be formed by labour union, government legislation or interest group or voluntary responses to social needs or a combination of all, for example, quality of goods are monitored by federal environment protection and gasoline monitored by directorate of petroleum resources (DPR) all these are some social responsibility function resulting from government legislation.

It is vital to mention here that not all business have profit motive, some business particularly the statutory, corporations before privatization and commercial decree emerged merely concerned with rent even some services to the public.

The commercial service of Nigeria Television Authority (NTA), for instance seems interlay concerned with providing time to the business public not profit purpose (i.e before it was commercialized) but for promotion of business activities in the country. Although money charged is not with a view to make profit but merely to argument available funds for running the station.

Another example id National Electric Power Authority (NEPA) whose concern is to ensure that the masses enjoy the benefits of electricity

TABLE I SECTION A (SEX)

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Male	20	68
Female	9	32
TOTAL	29	100

Source: Research survey 2025

The above table shows that 68% of the respondents were male while 32% were female

TABLE II (AGE)

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
21-30	8	27.6
31-40	13	44.80
40 above	8	27.6
TOTAL	29	100

Source: Research survey 2025

The above table shows that only 27.6% of the respondents are between 21-30 years and 31-40 years were 44% while 40 above were 27.5%

TABLE III LEVEL OF EDUCATION

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
SCH/CERT	2	6.90
OND/NCE	9	21.00
BSC/HND	10	34.50
MSC/MBA	8	27.60
TOTAL	29	100

Source: Research survey 2025

Above analysis shows that 6.9% of the respondents are school certificate holders, 31% were OND/NCE while 34.5% were BSC/HND, and the remaining 27.6% were MSC and MBA holders.

TABLE IV OCCUPATION STATUS

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Top manager	2	6.90
Senior staff	9	31%
Intermediate	10	34.50
Low cadre	8	27.60
TOTAL	29	100

Source: Research survey 2025

The above table shows that classification of the respondents years of working experience with the company 20.7% were in the company for less than five years 34.5% representing these that spent between 5 and 10 years while 44.8% representing to years and above. This means majority has acquired good experience

SECTION B

TABLE VI: WITH PRESENT SITUATION OF THE COUNTRY'S ECONOMIC IS ABLE TO YOUR COMPANY

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	20	68
No	9	32
TOTAL	29	100

Source: Research survey 2025

From the above analysis of the respondents specified their company is not able to cope with the present situation of the country.

TABLE VII: IN THE MOST COMPETITORS, IS YOUR COMPANY ABLE TO INCREASE MARKET SHARE?

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	29	100
No	-	-
TOTAL	29	100

Source: Research survey 2025

The above table shows that 100% are the respondents

TABLE VIII: SOCIAL RESPONSIBILITY AFFECTING YOUR COMPANY?

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	24	68.3
No	5	13.7
TOTAL	29	100

Source: Research survey 2025

The above table shows that 68.3% believe that social responsibility is affecting their company while 13.7% say no.

TABLE IX: DO YOU AGREE THAT EXTERNAL SOCIAL RESPONSIBILITY HAS GREAT IMPACT ON THE GROWTH OF NIGERIA MANUFACTURING

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	11	90
No	18	10
TOTAL	29	100

Source: Research survey 2025

The above table shows that 90% of the respondents believe that external social responsibility has impact on organization's profitability, while 10% don't support the idea.

TABLE X: DO YOU AGREE THAT THE IMPACT OF INTERNAL SOCIAL RESPONSIBILITY IS MORE THAN THAT EXTERNAL SOCIAL RESPONSIBILITY

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	11	90
No	18	10
TOTAL	29	100

Source: Research survey 2025

The above table shows that 38% agree that internal environment while 62% say no.

TABLE XI: DO YOU AGREE THAT SOCIAL RESPONSIBILITY OF THE NATION AFFECTS THE PRODUCTION OF YOUR COMPANY?

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	29	100
No	-	-

TOTAL	29	100
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Source: Research survey 2025

This table shows that 100% of the respondents strongly agrees that the technological level of the nation is affecting their company while none says no.

TABLE XII: DO YOU AGREE THAT SOCIAL RESPONSIBILITY HAS GREAT IMPACT ON ORGANIZATION PROFITABILITY?

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	26	89.7
No	3	10.3
TOTAL	29	100

Source: Research survey 2025

The above table shows that 89.7% of the respondents has the believe that social responsibility has great impact on organization profitability, while 103% didn't support the idea.

TABLE XIII: IS TO CONSIDER THE SOCIAL RESPONSIBILITY AND MAKE THE NECESSARY ADJUSTMENT TO ENHANCE PROFIT

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	27	93.1
No	2	6.9
TOTAL	29	100

Source: Research survey 2025

The above table shows that 93.1% of the respondents accept that technological environment must be considered for profit making while 6.9% said no.

TABLE XIV: DOES SOCIAL RESPONSIBILITY CONSTRAINTS AFFECTS YOUR COMPANY'S PRODUCTIVITY?

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	27	93.1

No	2	6.9
TOTAL	29	100

Source: Research survey 2025

The above table shows that 93.1% of the respondents accept that technological environment constraints has had effect on their companies productivity, while 6.9 said no

TABLE XV: IS IT GOOD TO CONSIDER SOCIAL RESPONSIBILITY AND MAKE NECESSARY ADJUSTMENT TO ENHANCE PRODUCTIVITY?

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE %
Yes	27	93.1
No	2	6.9
TOTAL	29	100

Source: Research survey 2025

As it was stated above, the data collected were processed manually and data were reported inform of tables shows the responses in percentage.

Explanation about the table were shown, so that table will be fully clear to the reader, and the result of the collected information were calculated through chi-square statistical method.

4.3 Testing of hypothesis

There is no relationship between social responsibility and fir`s performance

H1: There relationship between social responsibility and fir`s performance

Statement 3,4,11,13and 18 were used to test this hypothesis

Statement 3: social responsibility has effect on the reputation of the company or firm

Statement 4: My firm sales has been increasing due to the discharge of its social responsibility

Statement 11: social responsibility improves the profitability of the firm.

Statement 13: practicing social responsibility will definitely affect the firms performance.

Statement 18: social responsibility participation has impact on the efficiency of the organization.

The statements are analyzed in the table below:

$$\text{Chi-square} = \frac{\sum (O-E)^2}{E}$$

Where:

X^2 = chi-square

O = Observed frequencies (from questionnaire)

E = Expected frequencies

Where $E = \frac{TC \times TR}{GR}$

Where

TC = Column Total

TR = Row Total

GT = Grand Total

Statement	STMT 3		STMT 4		STMT 11		STMT 13		STMT 18		Total
Response	O	E	O	E	O	E	O	E	O	E	
Strongly agree	20	20.2	12	20.2	24	20.2	16	20.2	29	20.2	101
Agree	20	20.2	24	20.2	20	2.23	23	20.2	18	20.2	101
Undecided	5	4.2	4.1	5	4.2	6	4.2	6	0	4.2	101
Disagree	0	1.2	2	1.2	7	4.2	3	4.2	3	4.2	21
Strongly disagree	0	1.2	2	1.2	2	1.2	1.2	2	0	1.2	6
Total	50		50		50		50		50		250

$$E = \frac{TC \times TR}{GT}$$

1. Strongly agree

$$\frac{50 \times 101}{250} = 20.2$$

2. Agree

$$\frac{50 \times 101}{250} = 20.2$$

3. Undecided

$$\frac{50 \times 21}{250} = 4.2$$

4. Disagree

$$\frac{50 \times 21}{250} = 4.2$$

5. Strongly disagree

$$\frac{50 \times 6}{250} = 1.2$$

4.4 Discussion of findings

The discussion of findings is based on major issues raised in the hypothesis of the study. All findings were held at a significant level p.

Hypothesis one

The result presented shows that the impact of social responsibility on firms performance has significantly and positively influenced sales volumes and consequently firms performances. The research has shown that social responsibility has resulted in competitive selling spree and ultimately increase sales turnover.

This findings further support Nickels (1999) social responsibility does not only helps to maintain superior stand in the firm and profit maximization. It provides information about a product or services.

Hypothesis two

The result of the test analysis on this hypothesis shows that social responsibility has significant relationship with business growth of the firm because constant innovativeness arises on social responsibility signifying concentration on core competence which are the activities in which the organizations or firm make use of in order to perform better competitively.

Hypothesis three

The null hypothesis states that social responsibility has significant benefits to the firm. After testing the null hypothesis used the mean value test and coefficient of variation. It was discovered that social responsibility has significant benefit the sampled in firm on customers satisfaction, sales turnover and business expansion resulting to higher corporate performance. This corroborate the definition of social responsibility as the process of a firm being socially responsible and responsive to the society where they operate. Social responsibility gives a clear image for a firm or their services which is a great asset.