

**THE ROLE OF STAKEHOLDERS PERCEPTION ON CORPORATE
SOCIAL RESPONSIBILITY (CASE STUDY OF FASHION
INDUSTRY IN KANO AND LAGOS, NIGERIA)**



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Abstract

This study examined the role of stakeholder's perception of corporate social responsibility using some selected fashion industries in Kano and Lagos State. Purposive sampling was used to sample 50 fashion industries comprising of 20 from Kano and 30 from Lagos State. Descriptive analysis and Pearson Moment correlation techniques were employed. Findings revealed that Stakeholders in the fashion industries have knowledge of CSR and perceived that CSR is carried out due to an increase in customer patronage and market size. The Pearson correlation result shows that a positive and significant relationship exists between perception of corporate social responsibility by Stakeholders and the growth and development of the fashion industries in the states with ($r=.345^{**}$ $N=20$ $\rho<0.01$) for Kano and ($r=.416^{**}$ $N=30$ $\rho<0.01$) for Lagos. The study recommended that Stakeholders should embrace corporate social responsibility and smaller industries in the states should be guided on the importance of corporate social responsibility to improve their customer patronage.

Keywords: Corporate social responsibility, customer patronage, Fashion industry, perceptions, Stakeholders

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DEDICATION

This dissertation is dedicated in memory of my late grand mother Yetunde Blaize (nee Oluwole)
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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The clothing and fashion industry is one of the most integrated into the world. It has been reorganized consistently since the 1970s and forms a major part of manufacturing production, employment, and trade in many developed and developing countries (Hasan & Shy, 2017; Ksiezak, 2016). The economic development in this 20th century led to a worldwide interconnected mode of the industry. This has caused the production of the garment to shift to the countries with low labor costs and the social responsibility with corporations to become increasingly critical components of modern corporate culture as stakeholders become increasingly conscious of the need for good corporate governance, the preservation of the environment and social care. In the face of growing global awareness. In the past few years, social issues have gained considerable attention in the clothing sector, which has led to the CSR policies for clothing brands being examined (Polonsky and Jevons, 2007; Pivato, Misani, and Tencati, 2008; Feng and Ngai, 2020).

Corporate social responsibility includes the cultural, legal, ethical, and philanthropic aspirations of companies at a given time in society. It is in this way that companies manage their transactions to have a positive overall social impact. It includes environmental growth, social effects, and ethics, and core business companies should make money – not just add-on extras such as philanthropy. The notion of social responsibility of companies is not new in literature, but the brand evaluation contribution for investors and other parties grows exponentially year after year. CSR is a vital factor in growing or decreasing the brand interest as a new generation of talent and customers awakened to economic, political, and social issues. In the fashion industry, this situation is critical, where sustainability and other social and political concerns have come to light. (Carroll, 1999; Carroll and Shabana, 2010)

An increasing number of hospitality companies have taken voluntary financial, social, and business management measures in recent years. Also called corporate social responsibility, these programs have been claimed to form a new standard for the evaluation of customers of companies. (CSR) (Yoon and Chung, 2018; Feng and Ngai, 2020). This is because every business has a vision for sustainable development today and both Stakeholders and Corporate Social Responsibility are important aspects of an organization. To achieve these purposes, companies formulate strategies to be responsive enough for resolving social and economic problems (Aksak, Ferguson and Duman, 2016; Albasu and Nyamah, 2017; Hou, 2018)

Aguinis and Glavas (2019) determined that CSR is something that goes beyond the task or a routine job. It is more about finding meaning through an effective strategy that drives positive outcomes from work. In an ideal situation, different perspectives intra-organizational, intraindividual, and profit are aligned within one strategy. However, another perspective of authors and experts devising a conclusion that it is more worth to invest in tangible factors for constructing a reputation of the company, therefore many companies tend to invest more in activities and campaigns for CSR rather than stakeholders. Another important as of CSR is taking a voluntary initiative for the prosperity of mankind. According to studies, working on this strategy lies within the company's values, aims, philosophy, and ethics (Aksak, Ferguson and Duman, 2016).

The fashion world of today has undergone rapid shifts, which are marked by great volatility, poor predictability, limited product lifecycle, and a high purchase volume. Mode of dressing has always been diverse and distinctive in Nigerian, representing its multitude of ethnic groups, religions, and cultures. The Nigerian fashion industry has recently increased its involvement, visibility, structure, presence, income, and more education. Many are also used in the industry, including fabric designers, footwear designers, stylists for wardrobes, footwear petrographers, producers,

hairstylists, and fashion journalists. For example, the global fashion industry amounts to more than \$2.5 billion, with a share of Africa of less than 1%. Euromonitor suggests in contrast that the fashion market in South Africa is worth 31 billion dollars and that Nigeria is 15% (4.7 billion dollars) of this, which is significantly less than that of South Africa (14.4 billion dollars) (NBS, 2019, Stears Business, 2018).

Today, one of the most globally integrated industries is the clothing sector which is consistently been reorganizing and progressing since the 1970s all around the globe. The need for fashion and textile has been increasing with the trends and demands of the customers. However, the sector has always been under criticism due to unethical and environmental harming business practices and processes. The sector needs to focus on being more socially responsible towards the stakeholder to bring back its reputation and image among other sectors in the market (Bini and Bellucci, 2020). Despite its fast growth and the rapid pace of progress in providing new and trendy garments to the customers, it has been strangled with the controversies of cheap labor and disposability.

1.2 Statement of the Problem

The growing stage of globalization in the world today has made the fashion industry grow wider and patronage becomes increasing with manufacturing, distribution, and retail operations split across several different regions and countries. As a result, a lot of researchers have been looking into the aspect to see if corporate social responsibility has improved the growth of the fashion industries based on the stakeholder's perspective.

Despite the highly vociferous nature of the debate in the literature in recent times, on the stakeholders' perception of CSR in the fashion industry in both developed and developing countries, extant studies have shown that there is still no consensus as to whether CSR promotes

the growth of fashion industries as regards to the stakeholders perspective or not which put policymakers on a crossroad. For some of the studies, CSR impacted negatively on the firm's performance (See, for example, Hou, 2018; Yoon & Chung, 2018). Others have reported that CSR had positive effects on a firm's growth (Ayele, 2019; Ksiezak, 2016; Glavas & Radic, 2019) while Some have found no significant relationship between CSR and industries performance (Selcuk & Kiymaz, 2017)

The question that then comes to mind is that what effect does CSR have on the fashion industries based on the stakeholder's perspective? Is there any relationship between CSR initiatives and a firm's performance in the fashion industry? What are the drivers of CSR in the fashion industry? This becomes the question in which this study tries to provide an answer.

1.3 Research Question

The following research questions are formulated and addressed in this study

- i. What is the level of awareness of stakeholders in the fashion industry on CSR initiatives?
- ii. Is there any significant relationship between the perception of stakeholders on CSR initiatives and the growth and development of the fashion industry in Nigeria?

1.4 Research Objectives

The main aim of this study is to determine the position of stakeholders on corporate social responsibility in the fashion industry. The specific objectives are to:

- i. Ascertain the level of awareness and knowledge of Stakeholder's in the fashion industry on CSR
- ii. Determine the relationship that exists between Stakeholder's perception of CSR and the growth and development of the fashion industry

1.5 Research Hypothesis

To achieve the above objectives, the following hypothesis is formulated in their null form and tested in this study

Hypothesis -1

H_{01} : Stakeholders have no knowledge about the Corporate Social Responsibility initiative in the fashion industries.

H_{02} : Stakeholders have knowledge about the Corporate Social Responsibility initiative in the fashion industries.

Hypothesis -2

H_{01} : Stakeholders' perception of CSR has no significant relationship with the growth and development of the fashion industry.

H_{02} : Stakeholders' perception of CSR has a significant relationship with the growth and development of the fashion industry.

1.6 Justification for the Study

The fashion industry is devoted to production, distribution, sales, and promotion of clothing worldwide. However, in today's world, the issue of CSR has become necessary as it boosts most customers' trust in the performance of industries. In the literature over the years, most studies on CSR laid more emphasis on the impact of CSR on firms performance (Gennari and Salvioni, 2017; Selcuk, 2019; Yoon and Chung, 2018) but placed not much importance to the fashion industries (Dilling, 2011, Feng and Ngai, 2020) which now contributed immensely to the GDP of a country especially in Nigeria. This study, therefore, fills the gap by looking at stakeholder's perception of CSR initiatives the fashion industry placing focus in Nigeria where most studies ignored.

In the empirical areas, too, most studies draw a large number of conclusions and therefore make this issue a crossroads among policymakers. Inferences that were been drawn from these findings are that the empirical results on the Stakeholders' perception of corporate social responsibilities in

the fashion industries vary and/or inconclusive. 'Unfinished' if a variety of different outcomes in a particular economy were taken into account. 'Vary' if different economies interpret the outcome. The important elements of most studies do not show a clear and defined position to help policymakers and information users. Therefore, the conflicting findings in the literature are enough pointers to the need for further study on the issue.

1.7 Scope of the Study

The focus of this study is on the role of stakeholders' perception of corporate social responsibility in the fashion industry in Nigeria. The study is confined to the fashion industries in Lagos and Kano State. The choice of the fashion industry is based on the following considerations; first, the structure of the fashion industry is growing immensely in the country and operates under some formal principles, the ethics, authenticity and hence realistic data may not be difficult to obtain. Secondly, Lagos and Kano States are chosen because they are the two states that are commercial and have different fashion brands in the country. The choice of these states is also informed by the different geographical locations and socioeconomic characteristics, which makes the generalization of stakeholders in these states possible, and can serve as a means towards understanding what happens in other geo-political zones.

1.8 Organization of the Study

This study is addressed in six Chapters to discuss. The first chapter gives background information on the study, research problem, research questions, aims and objectives of the study, the hypothesis of the research, and the rationale of the study. Chapter two deals with a summary of the related literature on corporate social responsibility and the understanding of stakeholders, the conceptual context, theoretical analysis, empirical review, and methodological literature review. Chapter three focuses on the research methodology. Chapter four of this research contained the data presentation and analysis of results. Chapter five focused on the discussion of the findings while chapter six

presents the summary of findings, conclusion, recommendations, limitations of the study, contribution to knowledge as well as suggestions for further research.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This part of the dissertation deals with the review of literature that is relevant to the subject matter. The concept of Corporate Social Responsibility, the approaches involves in CSR, the concept of fashion industries, and stakeholders. Two theoretical literatures were also discussed in this chapter the Neo-Classical theory and Stakeholders' theory. Empirical literature from different studies was also reviewed ranging from studies on developed countries, developing countries, and also Nigeria. Gaps in the literature were addressed based on the review of previous studies. The challenges, as well as the benefit of CSR and conceptual model for the study, were also explained

2.2 Conceptual Issues

In this section, Corporate Social Responsibility, fashion industries as well as stakeholders are defined. This guides the study to understand the concepts used in the research work. The section begins with the concept of CSR, the fashion industry, and the Stakeholder.

2.2.1 Corporate Social Responsibility

The concept of CSR has received different definitions over the year with no clear definition. This has been an issue for the long term as firms seek to provide their responsibilities to the community or areas in which they are doing their business. There were varying opinions on the meaning and definition of the concept by different studies in the literature. It is considered as a business model that involves self-regulation which also enables a corporation or organization to be publicly accountable to itself, the public as a whole, and the stakeholders while doing business in its vicinity (Tilt, 2016; Laitapi, Johannsdottir and Davidsdottir, 2019). The concept of CSR has evolved dramatically since 1950, a period when social problems first appeared (Carroll 1999; Freeman 1984; O'Riordan and Fairbrass 2008). However, Bowen, (1953) the father of CSR was the first

study referenced when dealing with the meaning of 'CSR' during the contemporary age (Carol, 1999; Windsor's, 2001). It is seen is a management philosophy whereby businesses incorporate both environmental and social issues and relationships with their stakeholders in their operations in the business world. It is commonly understood as to how an organization maintains an economic, environmental, and social balance this is known as the Triple – Bottom – Line approach in the same vein addressing stakeholders and shareholders' expectations (Boafo & Kokuma, 2016; Latif and Sajjad, 2018). Frederik (1960) Described CSR as the readiness of the organization not only to achieve private or firm goals but also to use the available resources to the wide benefits of society; Davis and Blomstrom (1975) held that, in addition to serving the organization's needs, the preservation and enhancement of public property are added in the aspect of making decisions in the organization. A more detailed definition of CSR was proposed by Carroll (1979), which did not restrict the company's obligation to benefit from state laws, but included the company's ethical, legal, economic criteria as well as discretionary.

Business and the leaders in civil society are more pragmatic and procedural in their approach to conceptualizing CSR (Adekoya, Enyi, Akintoye & Adegbe, 2020). Based on OECD's conceptualization of corporate responsibility (2003), establishing a 'fit' with the culture it operates in involves industry. There is a need for companies to follow their relevant rules and regulations and respond to public standards and not only restrict their obligations to the provision of jobs, production of produce, product and services, and ensuring a constant return to investors. The legal dimension was added in terms of corporate responsibility by the OECD.

To fulfill their overall social responsibility, businesses 'must have a mechanism in place for incorporating financial, environmental, ethical human rights and consumer issues into their operations and the critical approach, in close cooperation with its stakeholders. CSR is described

as 'entrepreneurs who are responsible for their impact on society.' This definition emphasizes the need to integrate stakeholder interests into organizational processes and key strategies involved in the business.

"Social Responsibility" means the obligation of the company to influence social and environmental actions through straightforward and ethical behavior compatible with sustainable financial and social development; takes account of the stakeholder 's expectations; fulfills the corresponding requirements (Nguyen & Tu, 2019);"; The various definitions by different scholars in the literature have shown clearly that there is no definite definition of CSR despite the issues been in a very long time (Jamali, 2008)

Approaches to Corporate Responsibility

Broadly speaking, current roles of corporate social responsibility are based on three approaches: The first is described as corporate social responsibility, the second is termed the triple bottom line approach while the third is the stakeholder's approach. All these three approaches are relevant in the discussion of corporate social responsibility

Corporate Social Responsibility (CSR)

There are two meanings of the term corporate social obligations. First, for any business philosophy, it is a generic name that stresses the obligation of not making money alone but also the importance of engaging ethically around the community in which the business is operating. Secondly, the definition is wide that takes into account the possibility of playing higher issues to, make more profits as a portion of the welfare of the community or country where they are operating.

CSR has four major duties basically on how companies relate with their locality where they operate, the community, and the world at large. These four duties are economic responsibility of gaining money, the legal duties in adhering to rules and regulations of the law, the ethical duty of doing what is right, and the philanthropic duty.

- i. **The economic obligation of finance.** This task, demanded by the fundamental economics is the basis of human enterprise instinct for existence. Within a capitalist business economy, businesses in which the cost of capital is greater than the rate of return are doomed to die. Not for profit organizations make money through operations, as well as aids and contributions, and return the profit into the business. Sometimes both the public sector and the private hybrid carry out their business not focusing more on profit. For certain cities, this sort of organization administers waste disposal, which ensures that the streets are safe and nobody is rich. However, there is a need for finance to pave way for smooth operations for the society that demands goods. For them, there is no demand and no ethics for companies.
- ii. **The legal duty in adhering to laws and rules.** The role is not contentious, as was the previous one. What social responsibility of corporation's advocates, however, is that this duty must be treated as a positive obligation. This implies that regulations are not guidelines that companies ignore and breach if the reward is small, the responsible parties shall then follow the laws as a common commodity and strive to obey not only the text but also the spirit of the guidelines in good faith.
- iii. **The ethical obligation to do right while it is not explained by the text or intent of the law.** This is the principal duty of philosophy and is based on a good corporate culture and treats the company as a public and community citizen to understand majorly

- the kind of responsibilities usually indicated by citizenship. In both Woburn and Massachusetts and Beatrice Foods, W.R Grace has done it. While the law on the use of hazardous waste is vague, businesses are not legally required to store their toxins in double casings, so the safest thing to do is to ensure that the exposure is handled safely.
- iv. The philanthropic duty to donate to the initiatives of society even if they are independent of the particular enterprise. The philanthropic activities are voluntary activities of the company itself. They reflect the current expectations of the public towards the company. Such charitable acts are often motivated by the organization's desire to contribute to voluntary activities not mandated or authorized by statute, and not generally expected ethically by a corporation. The public expects a corporation to be active in philanthropic activities and as a result, this dimension has become part of the business-society social agreement. Such practices can involve donating products and services, volunteering, involving the community or stakeholders of the organization or its employees. Philanthropy involves certain corporate acts that respond to general public prospects that the companies are better businessmen in their vicinity.

2.2.2 Concept of Fashion Industries

There are four different levels in the fashion industry, raw materials production, primarily textiles and fabrics, fur and leather; fashion products production by designers, contractors, suppliers, and others; in form of retailers and various marketing and advertisement techniques. The apparel and textiles industries produce a significant share of universal economic worth and are thus illustrated by heavy demand from the stakeholders for involvement in CSR. (Lane, 2018; Sarpond, Howard & Ntiri, 2011; Rahman, Zhu & Liu, 2010). In the early 1990s, for example, Adidas was faced with a major consumers' boycott of Indonesian manufacturers following media reports of unsafe

working conditions (Porter and Kramer, 2006). Corporate Social Responsibility is designed to improve the brand value and identity of a company across the entire supply chain and to address environmental awareness. Like in other industries, fashion consumption paradigms are dramatically evolving. Emotional factors including consumer expectations of environmental and social responsibility are becoming increasingly relevant. (Feng & Ngai, 2020; Gazolla, 2012;). Sustainability requires striking a balance between company and the environment priorities in fashion companies, considering the role the industry plays in shaping a consumer culture This means promoting the continuing use of the new products and doing away with those that are outdated (Tan, 2016; Sheridan, Moore & Nobbs, 2006). The fashion industry is known to have a significant environmental and social effect because of large product sizes, abuse of workers' and the heavy usage of resources and dangerous materials (Pedersen, Gwozdz and Hvass., 2018).

2.2.2 Concept of Stakeholders

An individual, business, social group, or society with an interest as regarding the company is a stakeholder. Stakeholders may either be internally or externally in the business entity. An interest in the company or its operations is a critical one. These can include ownership and possession of land, legal and liability obligations as well as ensuring moral obligations. Contracts can be legally binding to pay compensation or retain certain rights. The right to be unaffected by business practices can be a fundamental right of the consumer. Those who are concerned may have a positive or negative impact on the business, be influenced by a given business, or in some cases be influenced by both companies.

2.3 Theoretical Literature

The literature includes three important theories regarding CSR. They include; authority or Legitimacy theory or the Neoclassical, stakeholder's theory, and organization theory. This research will however focus on the Stakeholder's theory which is relevant to the study.

Legitimacy Theory of Corporate Social Responsibility

This theory has the duty of understanding the actions of the business entity in the adoption and creation of social, environmental, and voluntary disclosure of knowledge in a bit too satisfying the company social contracts, helping them to understand their priorities and function in a jumpy and turbulent world. The legitimacy theory is based on the concept of a 'prived contract' between an individual and the communities in which the legitimacy work is maintained by Kozlowski, Bardecki, and Searcy (2012). Corporations, therefore, seek legitimization of their business behavior by involvement in CSR media, so that society is recognized and their continued existence is assured. As Deegan (2002) says, the social contract represents various expectations of society about the way a person carries out its activities. O'Donovan (2002) proposed that the idea of legitimacy stems from the assumption that it should work within the limits and standards of what society considers as socially appropriate behavior. Ksiezak (2016) note that the integrity of a company depends on how it maintains mutual interactions with those who are involved in the business, in as much as the company has duties and moral responsibilities towards its shareholders involving a wide variety among the stakeholders.

According to Kytte and Ruggie. (2005), CSR monitoring activities are a critical tool for the management of the ever more dynamic global business sector. They further argue that disclosing CSR leads to the inclusion of CSR behavior in organizations ' strategic risk management to maximize the effects in which CSR activities have on the performance of the organization. Battaglia, Teata, Bianchi, and Iraldo (2014) indicated that workers' assumptions of how a company embraces and performs its duties often form part of the decisions of employees in the place wherein they are employed. Publishing sustainability-related details also play important role in the positioning of a company as an 'employer of preference' and as such this status will increase

loyalty, reduce employee turnover and boost a company's capability to hire and retain highly valued employees. Margolis & Walsh (2003) conclude that the engagement and divulgation of the CSR sector would promote business efficiency, thus creating positive ties between the success of CSR and financial research outcomes. Roberts (1992) opined that the major reasons why businesses accept the disclosure of corporate social responsibility are to improve the interest of the shareholders' interest and exposure to capital by meeting the expectations of stakeholders. Investors are more likely to invest in large CSR companies. Branco and Rodrigues (2008) claimed that CSR disclosures play an important role in improving the CSR 's reputation effect as well as revealing better environmental and social conduct. Bayoud, Kavanagh, and Slaughter (2012) confirmed that the high degree of CSR openness is closely related to corporate stakeholder group credibility.

Corporate Social Responsibility Theory by Neo-Classical.Traditionally, a highly individualized business entity designed to make money and subject to corporate legislation is the conventional view of the corporation (Klonoski, 1991). This is known to support the belief that the company's primary duty is to optimize shareholder value. A neo-classical philosophy, which defines corporate social responsibility for shareholders in a limited context, is also called an instrumental theory (Branco and Rodrigues, 2007). Friedman (1970) argued that the organization's primary duty was to maximize its resources and to participate in acts that enhanced its income following business norms. He claimed managers to be the agents of shareholders and to behave in ways in line with their desires and to spend their income on socially beneficial programs for shareholders would be immoral. The societal problems would, therefore, be in the custodian of government control (Levitt, 1958). Yet the philosophy of corporate responsibility is not constrained and restricted in its approach as it excludes key stakeholders, including staff, suppliers, consumers, and society.

Adam Smith, that is praised on the orientation of shareholders accountability philosophy, stressed that while shareholder value maximization should be the key concern in business decision-making, other stakeholder interests should not be adversely affected. As it contributes to maximizing shareholder value by satisfying the interest of other stakeholders

Stakeholder Theory of CSR

Stakeholders refer to groups or individuals involved in the company and influenced by their actions. Such stakeholders include consumers, staff, vendors, and shareholders who are listed as primary stakeholders while government, rivals, trade, and labor unions, regulatory bodies, political activists, and Non – Governmental Organizations and are secondary stakeholder groups. Such stakeholders are found to have a significant impact on an organization 's life (Murray & Vogel, 1997). Edward Freeman's (1984) contribution to this theory is very important, arguing that directors and executives have an ethical duty to consider and ensure that all the interests of the stakeholders are put into proper considerations and attended to promptly.

The stakeholder theory supports corporate entities needing to perform an important obligation in the community wherein they work. Accordingly, Mann, Byun, Hoggie, and Kim. (2013) suggests that corporations and businesses must recognize the impact of their decisions and actions on the stakeholders that have a corporate curiosity and interest in the business. Another argument by Wearing (2005), stated that the stakeholder theory emphasizes the value of all participants directly or indirectly affected by a company's business activities. Areas of management and ethics may also justify the principle of the stakeholder (Deegan 2013). The organization division claims that organizations are to respond to stakeholders who are economically interested in, and able to affect, the activities of the company (O'Dwyer, 2003) or to stakeholders who are not specifically involved in the economic activities. (Paulina, 2016). In contrast, the ethical division advocates for the right

of all stakeholders to learn at all times about the environmental and social consequences of the operations in the organization (see Deegan, 2013).

The concept offers a basis for understanding how successful management of stakeholder issues can have a significant impact on the competitiveness of companies (Donaldson & Preston, 1995; Hillman & Keim, 2001; Wood, 1991; Tyagi, 2012). The principle is based on the premise that the company will behave in compliance with the moral and legal interests of the stakeholders and this basis is called the ethical precept of corporate responsibility. And organizations that do not follow this ethical standard face significant penalties and other drawbacks such as "relationship degradation, harm to reputation, declining profitability, innovation, loyalty, inadequate knowledge flow within the company and absenteeism" (Tilakasiri, 2012). Based on this, the shareholder-oriented approach is the opposite of stakeholder approach which is short-sighted and a compact approach, since it emphasizes basically on the obligations of the company towards the shareholders, while the stakeholder approach is wider in terms of active management of the business climate, partnerships and the fostering of mutual interest in promoting business. Companies that fail to integrate their primary stakeholders' interests into their plans threaten the long-term existence of the organization (Clarkson, 1995). Organizations should, therefore, work towards achieving their economic motives while at the same time effectively satisfying stakeholders' legitimate claims (Kakabadse, Rozuel, and Lee-Davies, 2005).

The stakeholder theories were divided into three categories the descriptive, functional, and normative according to Donaldson and Preston (1995). The descriptive theories are those that define and justify the common features and actions of companies. The instrumental theories set a fundamental basis on whether any connection exists between the management of Stakeholders and the productivity target of corporate success. While normative concerns the determination of

the companies' responsibilities towards their stakeholders. Researchers are exploring the last two dimensions extensively (Kakabadse, Rozuel, and Lee-Davies, 2005), however, the instrumental aspect of the approach sees responsibilities at corporations as means for the creation of wealth alone but achieving performance to the end is seen as social performance (Garriga and Mele, 2004). This strategy includes the exclusion from the business of stakeholder interest but affirms that the fulfillment of stakeholder interest contributes towards optimizing shareholder value (Odgen and Watson, 1999). On the other hand, a utilitarian approach is regarded as the basis for the philosophy of stakeholders. This approach focuses on the ethical standards which strengthen business/society relationships (Brickson, 2007). The underlying premise of this philosophy is that all parties involved have a value intrinsic and that no stakeholder takes priority over all interested parties.

Theory of Social Contract

Donaldson (1982) sees the connection that exists between business and what happens in the society he argues that there is an implicit social contract between business and community and it means some explicit corporate obligations to society. The study of social contracts is recognized as the post-traditional form of moral reasoning (Rest, 1999). Donaldson and Dunfee and Donaldson (1999) further extended theory for social contracts, proposing an integrated theory of social contracts as an ethical decision-making process. Industries are accountable to society as a whole according to the social approach, of which they take an important part in the business. The core principle that results in this opinion is the fact that commercial units' function by community approval to meet society's wants to the benefit of public constructively (Van Marrewijk, 2003). The social solution seems to be a pragmatic response to changing conditions, and historically no new organizational problems such as CSR have arisen. Ramanathan (1976) proposes in an

organization the definition of values of the social aspect, social equality, and even net social contribution. External elements are separate from other social classes to which the organization is subject to a collective agreement. As regards the company, each class will measure changes in the rights of the company arising from social transactions: Eventually, a company's net social contribution can be referred to as its non-market share in social welfare investments, less non-market withdrawals from business capital (Toukabi, Ben and Jilani, 2014). The theory of social interactions is, as Dunfee (2006), a fit for emerging markets, in which people can use scarce resources most valuable and the government is limited to their successful ends, where free moving countries are capable of signaling the relative value of alternative use for scarce resources without tax control, where the value of money is predictable;

Signaling Theory

Signaling theory explains the reasons that businesses should voluntarily report information to the stock market: voluntary disclosure is necessary for companies to compete successfully in the market of risk capital. Insiders are better acquainted with a company and its prospects than investors; insiders may, therefore, protect themselves, granting them a lower price (Omran and El-Galfy 2014; Madina, Maravire, and Masere . 2014). However, if the firm willingly publishes (signals) private information about itself which in this case is the corporate social responsibility that is reliable and eliminates external confusion, the company's value can be enhanced (Connelly,Certo, Ireland, and Reutzel 2011; Mahoney, 2012). While initially the signaling theory was created to describe labor market knowledge asymmetry (Spence, 1973), it has been used to justify the voluntary publication of client results (Ross, 1977). In order to attract investments and to enhance a good reputation, companies report certain CSR information to investors as a consequence of the problem of data asymmetry to show that they are better than others on the

market (Verrecchia, 1983). CSR exposures are one of the reasons that require businesses to include more CSR information than compulsory regulation to prove that they are healthier (Mahoney, 2012; Madina, Maravire, and Masere., 2014). Toms (2002) suggests that the introduction, assessment, and dissemination of environmental policy in its annual reporting, and its introduction in the annual reports, substantially contributes to improving the image of environment because there is no previous financial success and no evidence to support the environmental credibility of the financial halo or the accessible slack financial resources. Hasseldine, Salama, and Toms (2005) combines the company's quality signaling theory and resource-based view to check the differential impact of the quantity and nature of environmental reporting on the company's credibility for the climate. Madina, Maravire, and Masere. (2014) indicate that consistency of CSR disclosure has a greater impact on building environmental credibility between groups of executives and investors, rather than pure amounts. Connelly, Certo, Ireland, and Reutzel(2011) offer a brief overview of the theory of signaling and its main concepts; analyze its use in management literature, and guide further work which helps researchers to take on new forms of use of and expanding signaling theory.

2.4 Empirical Review

Abreu (2015) identifies CSR drivers, mechanisms, practices, and results in the apparel sector. She explains how clothing companies can develop socially responsible everyday operating methods to provide fair and secure working conditions, reduce harm to the environment, support local communities, and establish good relationships with stakeholders. Such adjustments will bring a range of beneficial outcomes to any organization that embraces them, such as creating a good reputation of a responsible corporation, through competitive advantage and even earning profits. Among the discretionary practices that can contribute to positive results are financial support for local community events, social service growth, philanthropic efforts, or employee volunteer

animation. The businesses should also introduce improvements to their internal systems, for example by enforcing welfare and non-discrimination policies or by promoting their employees' self-development. He focuses on improving stakeholder relationships. A sustainable company needs to take anti-corruption steps, be honest and genuine, and spread the CSR values within its supply chain. All of this action will improve the enterprise's business position and make it behave according to morals.

Colucci, Tuan, and Visentin (2017) assessed CSR talk and walk drivers using global data for 219 large and small fashion industries that operate different forms of businesses and serve different target market segments. They concluded that CSR's drivers include enterprise size, market segment, and core sector. Small businesses, however, engaged little in the aspect of talk and walk about CSR than large businesses. In the same vein, White, Nielsen, and Valentini (2017) used a qualitative and quantitative analysis of established literature with 73 papers from 41 different publications to analyze CSR work in the apparel field. They concluded that there is discursive polyphony among consumers and consequent confusion that could benefit from strategic communication management given the growing burden on the fashion sector to embrace CSR and involve stakeholders in the CSR process.

Ndela (2015) in his study provides some strategies for improving the CSR strategy in the fashion industry. He persuades environmentally sustainable manufacturing and eco-packaging and gets rid of any hazardous chemicals, as well as safe working conditions and fair remunerations. Abreu (2015) goes on to state that certain inventions could bring cost reductions, such as efficient waste handling. Some studies in the literature (see, for example, Abreu, 2015; Diviney and Lillywhite, 2007) Suggest the introduction of some degree of CSR legislation in clothing businesses in each region. They say that the defilements in the clothing companies are often directed towards human

rights and therefore the rules and regulations set aside by the government are important. Universal principles of law should at least regulate the implementation of international standards in clothing firms according to their opinion. However, Gupta (2012) states that not every country is prepared to abide by international law.

Kara(2015) used exploratory qualitative research to determine the response of consumers to CSR in a cross-cultural environment in the fashion as well as the apparel company Using constant comparison analysis, they focus on consumer interest as well as knowledge and perceptions about CSR related matters. They concluded that consumers, regardless of their state of origin or country of origin, view CSR behavior as part of a marketing campaign for businesses, though overall consumer knowledge of CSR is small, while the criterion for the purchasing decision is self-interest. The major significant differences between countries were based on demand for more regulation toward CSR

Battagha, Testa, and Bianchi and Iraldo (2014) assessed corporate social responsibilities and competitiveness within the SMEs of the fashion industry in Italy and France. Their main focus was to established the link between the adoption of CSR and performance among SMEs in the fashion industry. Using a sample of 213 SMEs and employing correlation analysis, they concluded that a significant correlation exists in terms of innovation from the technological and organization point of views. Also, market-oriented CSR practices impacted positively on organizational performance.

Herrera, Jorge, Conesa, and Marttinez-Marinez (2015) examined the connection that exists between CSR and competitive performance in Spanish SMEs using the stakeholder's perspective, using data from 481 Spanish SMEs and the partial least square estimation techniques were employed. They concluded that corporate social responsibility leads to the growth and development of the fashion industry. Also, the CSR practice increases the competitive

performance of the organization directly and indirectly through the ability of an organization to manage their stakeholders.

Idowu, Ireferin, and Akarakiri (2018) explored technological options available in the textile sector in Nigeria using Lagos, Kano, and Kaduna and also investigated the major factors influencing their choices. All the 18 textile firms in the state were sampled for the study using a structured questionnaire and interviews. They concluded that the key factors affecting technology choices in the weaving, printing, dyeing, and finishing industries were access to the loan, availability, sophistication of the technology, labor, and location of firms.

Fashion Industries in Nigeria

Fashion is a creative, thrilling, flamboyant part of the culture of the people. The Nigeria fashion scene is a place of sight or another face that brings out the artistic nature and enthusiasm of the lively, imaginative, curious, glamorous, and daring to human nature. Because of Nigerian designers' vision and creativity, those who both work and reside in the fashion capitals of the world but never forget or shy away from Nigerian heritage or those who make a significant impact on fashion capitals but stay in Nigeria, the completeness of this abundance and influence is recognized all over the world today (Harridu, Haron and Amron. 2013.). The Nigerian culture is being borrowed and integrated into the fashion industry participants' designs, signatures, and works today and internationally. The easy-wearing expertise of materials such as Ankara has made the fabric of choice for the big names in Hollywood not only a runway production but an ever-day and even red carpets and film premier wear. These prints are made of accessories like sacks, bracelets, earrings, and all other items. The prints are also available in German. Its versatility makes it beautiful. (The Special Responsibility Committee, 2009).

There are two main distribution channels in Nigeria. The direct way is to market textiles directly to end customers by distributors who are supplied locally by the textile companies involved. The manufacturers market their goods through licensed and approved distributors and immediately distribute them to customers. Some smaller subsector sellers and organizations frequently export their textiles by supplying other weaving and manufacturing companies.

The indirect process only requires a single wholesale channel. The large textile industries mostly use this method. The approved dealers are mainly allowed for distribution and sales during this process. These distributors may play a significant financial role in educating consumers about the designs of the products and consumer requirements. A large number of textile products entering unmonitored trade in Nigeria are generally the textile industry, primarily from Asian countries.

Corporate Social Responsibility Model by Carroll

There are different models used in explaining the various approaches to CSR in the literature. These have led to different dimensions which results to the duties that business has to accept to provide to the society, however, the most widely accepted model is that provided by Carroll (1979) which explained various social responsibility framework for businesses. The fundamental structures are made up of four different roles. Financial, legal, ethical, and administrative obligations. Financial obligations. In figure 2.1 below, the model is shown



Figure 2.1: Corporate Social Responsibility Type by Carrol

Source: Adapted from Carroll (1979)

- i. **Economic Responsibilities:** This requirement is divided into two separate categories, namely a narrow and broad approach. The narrowness of economic accountability limits it to an increase in the wealth of shareholders, as Friedman (1962) argued while creating value for clients, suppliers, workers, and investors in a broader light. (Bhattacharya& Luo, 2013).
- ii. **Ethical Responsibilities:** The second dimension of the model is the ethical competencies. Business ethical obligations include all morally correct, fair and equitable actions and decisions, and above the required statute, as the ethics of business starts at the end of the statute (Crane and Matten, 2010). This is more important than the law, since testing the validity of laws by moral standards is more acceptable than doing the other way around (Mulligan, 1990). Such functions are often most debated and difficult for the company to manage, as they are still vague (Carroll, 1991). The idea behind these obligations is that businesses should stop harming society, while the enterprise might not be benefiting

(Lantos, 2001). It involves coming up with business choices that focus on the effect it will have on stakeholders instead of just the bottom lines (White, 2011).

- iii. **Legal Responsibilities:** This applies to certain activities that recommend minimum acceptable efficiency standards, guidelines provided by local, national and foreign bodies for what businesses have the right to do and those they do not have right in areas such as employment, climate, human rights, corruption and food protection (Blowfield and Murray, 2011). Organizations are expected to fulfill the "social contract" between companies and society within the legal limits of achieving their economic objectives (Carroll, 1991).
- iv. **Discretionary Responsibilities:** Such obligations derive from the ideology of 'giving back' through philanthropic contributions to society (Blowfield and Murray 2011). Taking such practices under the connotation of obligations would be inaccurate because they depend on business discretion, not mandated by law, not even requested from business in ethical wisdom, and are solely voluntary (Carroll, 1979). The value of these activities is the fact that it creates positive moral capital through a wide spectrum of stakeholders and can produce wealth from shareholders (Godfrey, 2005).

Ideologies of Corporate Social Responsibility

There are three principles of corporate social responsibilities and these are legitimacy principle, responsibility principle, and managerial discretion principle.

- i. **Legitimacy Principle:** This principle is based on the premise that a company entity lies within the social system and that there is a social contract between business and society (Deegan, et. al. 2000). The Organization expects the entity to function within its defined limits and expectations, and it must prevent the misuse of the power given.
- ii. **Responsibility Principle:** The degree to which this philosophy is applied is operational and allows the corporation to take responsibility for the potential impacts of its companies.

The theory asserts a corporate connection to its true, ethical, and political environment and that the organization is accountable for the outcomes of its social engagement areas.

- iii. **Managerial Discretion Principle:** The principle lies in the assumption that managers are ethical go-betweens with several choices in an organizational and social setting. Given the presence of certain corporate social obligations prescribed in various jurisdictions, these moral actors may exercise discretion in performing obligations in a way that is not prescribed by the corporate procedures they choose for their acts.

Summary of Literature

Based on the various review of literature in the study, it is glaring that most studies have been carried out in the developed countries and focused on the textile industries. Also, most studies have focused on different theoretical literature and findings over the years have been inconclusive on the perception of the stakeholders on corporate social responsibility. This proves that the inconclusive result in the literature is enough pointer that further studies need to be carried out. Also, the fact that most studies have been in the developed countries and little in the developing countries have not been in Nigeria, this study differs from previous work as it focusses on Nigeria. It was also found that studies in the literature use only one State without comparing the situation with other states. This study bridges this gap by looking at both Lagos and Kano's two States in Nigeria with different geographical zones and styles of fashion to determine whether their perceptions differ which previous studies ignored. The two States are majorly commercial centers in Nigeria also. Furthermore, most studies focused on the view of the customers and ignored the aspect of the owners of the business as Stakeholders. The focus of this study is on stakeholders making use of the fashion designers' owners of the business and not the customers which most studies focused on. More so, from the empirical work, no studies in Nigeria focused on the drivers of CSR in which this study also addressed.

CHAPTER THREE: METHODOLOGY

3.1 Introduction

The focus of this chapter is on the methodology used in conducting the research work. The chapter is divided into different sections. The chapter deals with the description of the study area, research design, population of the study, sampling techniques, type and source of data, the validity of instruments, technique, and method of data collection and the method involved in the analysis of data.

3.2 Description of Study Area

The study was conducted in two states in Nigeria consisting of Lagos and Kano State. Both states are selected because they are the two major commercial states in Nigeria and where different fashions are practiced. Kano State is a state located in northern Nigeria. It was created on May 27, 1967, from part of the Northern Region, and borders Katsina State to the northwest, Jigawa State to the northeast, Bauchi State to the southeast, and Kaduna State to the southwest. Kano is the capital city of Kano State in North West, Nigeria. It is situated in the Sahelian geographic region, south of the Sahara. Kano is the commercial nerve center of Northern Nigeria and is the second-largest city in Nigeria. The Kano metropolis initially covered 137 square kilometers (53 square miles), and comprised forty-four local government areas (LGAs) The total area of Metropolitan is 499 square kilometers (193 square miles), with a population of 2,828,861 as of the 2006 Nigerian census; the latest official estimate (for 2016) is 3,931,300. The principal inhabitants of the city are the Hausa people. Much of the city's industry is centered in industrial estates, such as the ones at Bompai, Chawla, and Sharada. The city's food products include baked goods and pasta, processed meat, crushed bone, canned food, peanuts, peanut and vegetable oils, and soft drinks. Light manufactures include textiles, knit fabrics, tents, bedding, foam rubber products, clothing, cosmetics, pharmaceuticals, soap, candles, polishes, plastics, leather goods, metal and wood

furniture, hospital and office equipment, containers and packing cases, wire products, tiles, and enamelware. The heavy industries manufacture asbestos, cement, concrete blocks, metal structural products, bicycles, automobiles, trucks, and chemicals. Modern Kano is a major commercial and industrial center.

3.3 Research Design

The study employed a survey research methodology using a questionnaire. The survey design is used because it entails that a fraction of the population is sampled to represent the entire population in feeding the researcher with information on the objectives of the research study. An in-depth interview with key informants was used to enrich the data collection for the study.

3.4 Population of the Study

A population can be seen as an arbitrarily defined group. It is that universe to which the investigator wishes to generalize (Anthony, 2005). Ogbonna (2005) observed that it is the growth of individuals that have one or more characteristics in common that served as the target area. Therefore, the population for this study comprises the fashion industries in both Kano and Lagos that have been in operation for over five years in Lagos and Kano State respectively. The period is chosen to ensure that the fashion industries has been in operation for some period to be able to allow them to have a sense of providing some social responsibilities in the area.,

3.5 Sample size and sampling techniques

A sample is a sub of the population (Mojekwe, 1997). In other words, a sample is a sub-set of a cross-section of the larger population. The purposive sampling techniques will be adopted for this study. Purposive sampling is used since the researcher will generate information based on the fashion industries that will be willing to provide their information for the course of the study.

3.6 Instrument of Data Collection

The data collection instrument used for the study involves a structured questionnaire. The questionnaire was used since it is extremely flexible and information needed for the study could be easily gathered (Moore, 1987 cited in Olatokun and Gbinedion, 2009). The questionnaire was designed in a way that the objectives of the study can be easily ascertained. The questionnaires were divided into four sections. Section A focused on questions based on the demographic characteristics of the respondents such as regarding the respondent such as gender, age, academic qualification, location, cadre, and working experience. Section B questions were based on the level of awareness and knowledge of the Stakeholders in the fashion industries about Corporate Social Responsibility. Section C Questions were based on the perceptions of Stakeholder on Corporate Social Responsibility while Section D captured information relating to the growth and development of the fashion industries based on their location. Section A consisted of closed-ended questions. Sections B to D used a structured 4- points modified Likert scale battery of strongly agree (4), agree (3), disagree (2), and strongly disagree (1) in line with Atiku Genty and Akinlabi (2011). The respondents will be asked to indicate the extent to which they agree/disagree with various statements.

3.7 Validity and Reliability of Data

To test for the validity of the instrument for this study, the structured questionnaire was submitted to my supervisor for scrutiny and finetuning such that the questions asked in the questionnaire were in line with the research questions and able to achieve the set objectives and the stated hypothesis. Corrections obtained were carried out before administering the questionnaire to the respondents.

Method of Data Analysis

The data collected through questionnaires were collected coded. The coded data were imputed into the Statistical Package for Social Science (SPSS version 20.0). The data were then analyzed using the package. The SPSS is preferred because it is very systematic and covers a wide range of the most common statistical data analysis. Descriptive statistics such as bar-charts, frequencies, and percentages in tabular forms were used to present the data to show the responses of the respondents' opinions. The first is achieved using descriptive analysis based on the response of the respondents. The second hypothesis of the research is achieved with the use of Pearson Moment Correlation techniques. This technique is relevant since it tells about the degree of relationship between two variables.

CHAPTER FOUR: PRESENTATION AND ANALYSIS OF RESULTS

4.1 Introduction

This chapter focused on the presentation and analysis of the result obtained from the response of the respondents on the questionnaire administered. The chapter is divided into three sections. The first section presents the demographic characteristics of the respondent. The second sections deal with the response of the questionnaire on the questions relating to their perception of CSR. The third section deals with the test of hypothesis while the fourth section is on the discussion of findings. The outcome of the result will be used for the conclusion and recommendations of the study.

4.2 ANALYSIS OF QUESTIONNAIRE

The study was carried out in both Kano and Lagos States. The demographic characteristics of the respondents are presented and discussed below

Table 4.1: Gender of Respondent

	<u>Kano State</u>		<u>Lagos State</u>	
	<u>Frequency</u>	<u>Percentage</u>	<u>Frequency</u>	<u>percentage</u>
Male	12	60%	17	56.70%
Female	8	40%	13	43.30%
Total	20	100	30	100

Source: Field Survey, 2020

In the table above the demographic characteristics of respondents based on their gender shows that in Kano, 12 male respondents comprising 60.0% of the 20 respondents and 8 females comprising 40% undertook the study while in Lagos, 17 males comprising 56.7% and 13 females making up the remainder 43.3% were sampled, this shows that the majority of the respondents in both Kano and Lagos were male that operate in the fashion industry.

Table 4.2: Age Group

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
20 - 30 years	2	10%	3	10%
31 - 40 years	10	50%	10	33.30%
41- 50 years	8	40%	17	56.70%
Total	20	100	30	100

Source: Field survey, 2020

In the same vein, table 4.2 above shows the demographic characteristics of the respondents based on their different age groups. In the case of in Kano, 2 respondents are within the age of 20-30 years making 10% of the total population, 10 respondents are within the age of 31-40 making up 50% while 8 respondents are within the age of 41-50 making up the remaining 40%. Whereas in Lagos, 3 respondents are within the age of 20-30 making 10%, 10 respondents are within the age of 31-40 making up 33.3% while 17 respondents are within the age of 41-50 making up the remaining 56.7%. This shows that the majority age group in Kano is within the age of 31-40 while that of Lagos is within the age of 41-50 years.

Table 4: 3 Highest Educational Qualification

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
No Certificate	6	30%	9	30%
Professional	4	20%	6	20%
OND\ NCE	8	40%	11	36.70%
SSCE \ GCE\NECO	2	10%	4	13.30%
Total	20	100	30	100

Source: Field survey, 2020

More so, as seen in Table 4.3 above, the response of the respondents based on their educational qualification shows that 6 respondents in Kano making 30% have no certificate while 4 respondents making 20% possess a professional certificate, 8 respondents making 40% have

OND/NCE and 2 respondents making up the remainder 10% falls into the category of SSCE/GCE/NECO in the academic qualification section. Whereas in Lagos, 9(30%) of the respondents have no certificate. 6 (20%) possess a professional certificate, 11 respondents making 36.7% have OND/NCE and 4 respondents making up the remainder 13.3% fall into the category of SSCE/GCE/NECO in their academic qualification. The result as seen above shows that the majority in Kano and Lagos are OND/NCE certificate holders.

Table 4.4: How long have you been in this Business

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Less than 5years	4	20%	6	20%
5 - 10years	6	30%	7	23.30%
11years and above	10	50%	17	56.70%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.4 shows the response of the respondents on the numbers of years they have been in the business of fashion design both in Kano state and Lagos State, As seen in the table above, 4(20%) of the respondents in Kano have been in business for less than 5 years, 6 respondents making 30% have been in the business for 5-10 years while 10 respondents making up the remaining 50% have been in business for 11 years and above. Whereas in Lagos, 6(20%) of the respondents have been in business for less than 5 years, 7(23.3%) have been in the business between 5-10 years while 17 (56.7%) of the respondents have been in business for 11 years and above. The result as seen above shows that the majority in Kano and Lagos have been in the business for 11 years and above. This shows clearly that most of the respondents have been in the business for a long time.

Table 4.5: Do you understand what is meant by Corporate Social Responsibility

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Yes	15	75%	23	76.70%

No	5	25%	7	23.30%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.5 above describes the view of the respondents on their knowledge and awareness of corporate social responsibility. Both in Kano and Lagos, a higher percentage of the respondents indicated that they were aware of CSR. This can be seen from the frequency of the respondent that agreed they know of it with 75% and 76.7% in Kano and Lagos respectively. Few of the respondents in both States have no sound knowledge about CSR with 25% in Kano and 23.3% in Lagos State respectively. From the above, we can deduce that the majority of the total respondents do understand what is meant by Corporate Social Responsibility in both Kano and Lagos State.

Table 4.6: In the Fashion industry, do you have a policy that mandates you to perform Corporate Social Responsibility?

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Yes	13	65%	20	66.70%
No	7	35%	10	33.30%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.6 shows the response of the respondents on whether they have any policy that mandates them to perform Corporate Social Responsibility in the fashion industry. In Kano, 13 respondents making 65% agreed while 7 respondents making up 35% disagreed. Meanwhile, in Lagos, 20 of the total respondents making 66.7% agreed while 10 respondents making up the remaining 33.3% disagreed. From the above, we can deduce that in the fashion industry, there are policies that mandate them to perform Corporate Social Responsibility. However, most of the respondents claimed that the policy is within the environment wherein they operated as they contributed their quota for the development of the area since they are located there.

Table 4.7: Have you engaged in any Social Responsibility since you started your Business in the Area

Kano State	Lagos State
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	Frequency	Percentage	Frequency	Percentage
Yes	16	80%	22	73.30%
No	4	20%	8	26.70%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.7 shows the response of the respondents on whether they have engaged in any Corporate Social Responsibility since they started business in their area. In Kano, 16 respondents making 80% claim that they have engaged in CSR before in their area while 4(20%) of the respondent have not participated in any CSR before. However, from the respondents in Lagos State 22(73.30%) of the respondent has engaged in CSR in the environment where they are located while only 8(26.7%) have not engaged in any CSR before despite their knowledge on CSR. The response of the respondents in both Lagos and Kano shows that majority of the respondents have engaged in CSR before in their business.

Table 4.8: Do your industry have a good Corporate Social Responsibility (CRS) Records

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Yes	14	70%	27	90%
No	6	30%	3	10%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.8 shows the response of the respondents on their view whether they have good CSR records. Based on the respondents from Kano 14(70%) claimed they have good records on CSR while 6(30%) stated that they do not have since in most cases some of them do not have what they should contribute to the society and also some claimed that their poor customer patronage hinders their ability to engage in any CSR. Similarly, in Lagos State 27(90%) of the respondents claimed they have good records concerning CSR while only 3(10%) claimed they do not have. Although, some of the respondents claimed that they have not engaged in it before, however, it is in their records to do more in the aspect of CSR. From the above, we can deduce that in the fashion

industry, the majority of the Stakeholders have a good Corporate Social Responsibility (CSR) record in both Kano and Lagos.

Table 4.9: What are the factors that drive CRS in the company

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Company Size	4	20%	11	36.70%
Market Segment	2	10%	8	26.60%
Core Business	1	5%		
Legal and Regulatory	2	10%		
Increasing Customer	11	55%	11	36.70%
Total	20	100	30	100

Source: Field survey, 2020

As seen in Table 4.9 above, based on the drivers of CSR in the industry, 4(20%) of the respondents stated that their major drivers of CSR are the company size, 2(10%) claimed that it is the market segment. 1(5%) stated that it is core business while 2(10%) shows that legal and regulatory forces are what drive their intentions for CSR and 11(55%) chose increasing customer patronage as their major drivers for CSR. Whereas in Lagos, 11 respondents making 36.7% chose company size, 8 respondents making 26.6% claimed market segment while 11 respondents making up the remaining 36.7% also claimed that increasing customer patronage is what drives their motivation to engaged in CSR. The result as seen above shows that the majority in Kano chose Increasing customer as the main factor that affects CSR in the company while in Lagos the majority of the respondents chose Company size and the Increasing customer as the major driver of CSR in the company.

Table 4.10: Companies that engaged in CSR perform better in terms of growth and development than those that do not engage Corporate Social Responsibility

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	9	45%	20	66.70%
Agree	5	25%		
Agree	1	5%	10	33.30%
Disagree	3	15%		

Strongly Disagree	2	10%		
Total	20	100	30	100

Source: Field survey, 2020

Table 4.10 shows the response of the respondents on whether companies that engaged in CSR perform better in terms of growth and development than those that do not engage Corporate Social Responsibility. From the response of the respondents in Kano, 9(45%) strongly agree, 1(5%) can't say, 5(25%) Agree, 3(15%) disagreed while 2 respondents making up the remaining 10% strongly disagree. Meanwhile, in Lagos, 20 respondents making 66.7% strongly agree, 10 respondents, making up the remaining 33.3% Agree. None of the respondents disagreed nor strongly disagreed in Lagos State. Based on the result, it can be deduced that the Stakeholders believed that companies that engaged in CSR perform better in terms of growth and development than those that do not engage Corporate Social Responsibility

Table 4.11: Do you pay attention to the corporation and the community of some Social issues involving Charitable donation

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Yes	13	65%	19	63.30%
No	7	35%	11	36.70%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.11 shows the response of the respondents on whether they pay attention to corporations and the community of some social issues involving charitable donation. In Kano, 13 respondents making 65% stated that they do pay attention to such issues while 7(35%) claimed they do not pay attention but only do their activities based on their intentions. However, in Lagos State 19 of the total respondents making 63.3% accepted that they pay attention to some of the social issues relating to charitable donations in the vicinity where they carry out their business while 11 respondents making up the remaining 36.7% claimed that they do not pay attention to such

situations in their business. From the above, we can deduce that in the fashion industry, the majority of the Stakeholders pay attention to corporations and the community of some social issues involving charitable donation in both Kano and Lagos

Table 4.12: Involvement in Social Responsibility activity would positively impact on the evaluation of your fashion industry

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Yes	14	70%	22	73.30%
No	6	30%	8	26.70%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.12 presents the response of the respondents on whether involvement in social responsibility activity by their business would positively impact on the evaluation of their fashion industry. In Kano, 14 respondents making 70% claimed that they are sure that involvement in CSR will boost their business while 6 respondents making up 30% disagreed. Meanwhile, in Lagos, 22 of the total respondents making 73.3% agreed while 8 respondents making up the remaining 26.7% disagreed. From the above, we can deduce that in the fashion industry, the Stakeholders in both Lagos and Kano believed that involvement in Social responsibility activity will positively improve the growth and development in their industry.

Table 4.13: What factors stand as limitations in your efforts to providing Corporate Social

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Finance	8	40%	20	66.70%
Number of Customers	6	30%	5	16.70%
Profit Margin	3	15%	3	10%
Government Policy	2	10%	2	6.70%
The attitude of people living in the Environment	1	5%		
Total	20	100	30	100

Source: Field survey, 2020

Respondents were also asked to suggest some of the factors limiting their efforts in engaging in corporate social responsibility. As seen in table 4.13 as regards to the respondents in Kano, 8 respondents making 40% of the total respondents claimed that their major hindrance is finance, 6 of the respondents stated that the number of their customer patronage stand as a hindrance for their engagement as low customer patronage affected their sales and this hinders their ability to participate in some of their intended plan towards ensuring their contributions to development. 3 respondents making up 15% chose Profit Margin, 2(10%) of the respondent claimed the government policy while only 1 respondent making up the remaining 5% chose the attitude of people living in the environment. Whereas in Lagos, 20 respondents making 66.7% chose Finance, 5 respondents making 16.7% chose the number of customers, 3 respondents making up 10% stated that the profit margin of their business hinders them while the remaining 2 respondents making up the remaining 6.7% chose government policy. The result as seen above shows that the stakeholders in the fashion industries both in Kano and Lagos are hindered majorly by finance and the number of customer patronage in their efforts to perform CSR.

Table 4.14: How do you perceive corporate social responsibility

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Marketing Strategy	6	30%	17	56.7%
Means for community Development	10	50%	8	26.6%
Means for profit	2	10%	3	10%
Serve as environmental protection	2	10%	2	6.70%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.14 shows the response of the respondents on how they perceived corporate social responsibility. Those that agreed that the motive behind CSR is a marketing strategy represents 30% in Kano State and 56.7% in Lagos State. 50% and 26.6% in Kano and Lagos state see it as a means for community development. 10% of the respondents for both Kano and Lagos state sees it as a means for profit while 2(10%) in Kano and 2(6.7%) in Lagos stated that it serves as environmental protection. Based on the findings we can deduce that Stakeholders sees CSR as basically a marketing strategy and means for environmental development

Table 4.15: Corporate Social Responsibility brings about a good relation with Governments and Communities

	Kano State		Lagos State	
	Frequency	percentage	Frequency	Percentage
Strongly Agree	11	55%	17	76.70%
Can't Say	3	15%	4	10.00%
Agree	5	25%	7	6.70%
Disagree	1	5%	2	6.70%
Total	20	100%	30	100

Source: Field survey,2020

Table 4.15 shows the response of the respondents based on whether Corporate Social Responsibility brings about a good relation with governments and communities in their view. Based on the responses in Kano and Lagos a higher percentage strongly agreed with 11(55%) and 17(76.7%) respectively in Kano and Lagos. Furthermore, 5(25%) of the respondents in Kano agreed, 3 of them were neutral while only 1(5%) disagree. Meanwhile, in Lagos, 4 respondents making 13.3% Can't say, 7 respondents, making up 23.3% agree while 2 respondents making up the remaining 6.7% disagrees. The result as seen above shows that the majority in Kano and Lagos

strongly agrees to the assertion that Corporate Social Responsibility brings about a good relation with governments and communities

Table 4.16 Corporate Social Responsibility enhances the industry reputation and brand value

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	9	45%	15	50%
Agree	6	30%	8	26.70%
Can't Say	4	20%	3	10%
Disagree	1	5%	4	13.30%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.16 shows the response of respondents on whether Corporate social responsibility enhances the industry reputation and brand value. As regards Kano State, 9 respondents making 45% strongly agree, 6 respondents making up 30% agrees, 4 respondents, making 20% Can't say, while 1 respondent making up the remaining 5% Disagree. Meanwhile, in Lagos, 15 respondents making 50% strongly agree, 8 respondents making 26.7% agree, 3 respondents making up 10% Can't say while 4 respondents making up the remaining 13.3% disagrees. The result as seen above shows that Stakeholders in the fashion industry strongly agree to the fact that Corporate social responsibility enhances the industry reputation and brand value

Table 4.17: Corporate social responsibility help in reducing operating costs

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	1	5%	1	3.30%
Agree	3	15%	3	10%
Can't Say	6	30%	4	13.3%
Disagree	10	50%	22	73.30%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.17 shows the response of respondents on whether CSR assists in reducing their operating costs. Both in Kano and Lagos States only 1 respondent with 5% and 3.3% of them strongly agreed 3(15%) and 3(10%) agree for Kano and Lagos. Those that were neutral in Kano represent 30% while in Lagos 13.3% respectively. However, the majority of the respondents disagree with have of the percentage in Kano and 73.3% in Lagos. Based on the result, it is glaring that Stakeholders in the fashion industry do not believe that CSR assists in reducing their operating costs.

Table 4.18: Corporate Social Responsibility help in the growth and development of your business

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	12	60%	23	76.70%
Agree	5	25%	2	6.70%
Can't Say	2	10%	3	10%
Disagree	1	5%	2	6.70%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.18 shows the response of respondents on whether Corporate social responsibility help in the growth and development of your business. Based on the response of the respondents as presented on the table we can denote that in Kano, 12 respondents making 60% strongly agree, 5 respondents making up 25% agree, 2 respondents, making 10% Can't say, while 1 respondent making up the remaining 5% disagree. Meanwhile, in Lagos, 23 respondents making 76.7% strongly agree, 2 respondents making 6.7% agree, 3 respondents making up 10% Can't say while 2 respondents making up the remaining 6.7% disagree. The result as seen above shows that in

both Kano and Lagos the Stakeholders in the fashion industry strongly agree to the assertion that Corporate social responsibility help in the growth and development of their business.

Table 4.19: Corporate Social Responsibility helps customers to have trust in our business

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	10	50%	15	50%
Agree	1	5%	8	26.70%
Can't Say	6	30%	3	10%
Disagree	3	15%	4	13.30%
Total	20	100	30	100

Source: Field survey, 2020

Table 4.19 shows the response of the respondent on whether Corporate social responsibility helps customers to have trust in their business. From the responses as presented on the table, as regard Kano State, 10(50%) strongly agree, 1 respondent making up 5% agrees, 6(30%) shows that they are neutral while 3 respondents making up the remaining 15% disagree. However, in Lagos, 15 respondents making 50% strongly agree, 8 respondents making 26.7% agree, 3 respondents, making up 10% were neutral and the remaining 4 respondents with 13.3% disagree. Based on the findings, it is glaring that majority of the respondents agree that corporate social responsibility helps customers to have trust in our business

Table 4.20: C R S leads to long term sustainability

	Kano State		Lagos State	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	10	50%	22	73.30%
Agree	5	25%	4	13.30%
Can't Say	1	5%		
Disagree	3	15%	3	10%
Strongly Disagree	1	2%	1	3.30%
Total	20	100%	30	100

Source: Field survey, 2020

Table 4.20 presents the response of the respondents on whether CSR leads to long term sustainability. In Kano, 10 respondents making 50% strongly agree, 5 respondents making up 25%

agrees 1 respondent, making 5% Can't say and 3(15%) while only 1(5%) disagree. Meanwhile, in Lagos, 22(73.3%) strongly agree, 4(13.3%) agree, 3(10%) agree while 1(3.3%) Disagrees. The result as seen above shows that the majority in Kano and Lagos strongly agree to the assertion that CSR leads to long term sustainability.

4.3 TEST OF HYPOTHESIS

HYPOTHESIS 1

H₀: Stakeholders in the fashion industries has no knowledge of corporate social responsibility

H₁: Stakeholders in the fashion industries has knowledge of corporate social responsibility

In order to test this hypothesis, descriptive statistics were employed based on the response of the respondent and the result is presented below using question 5 of the questionnaire

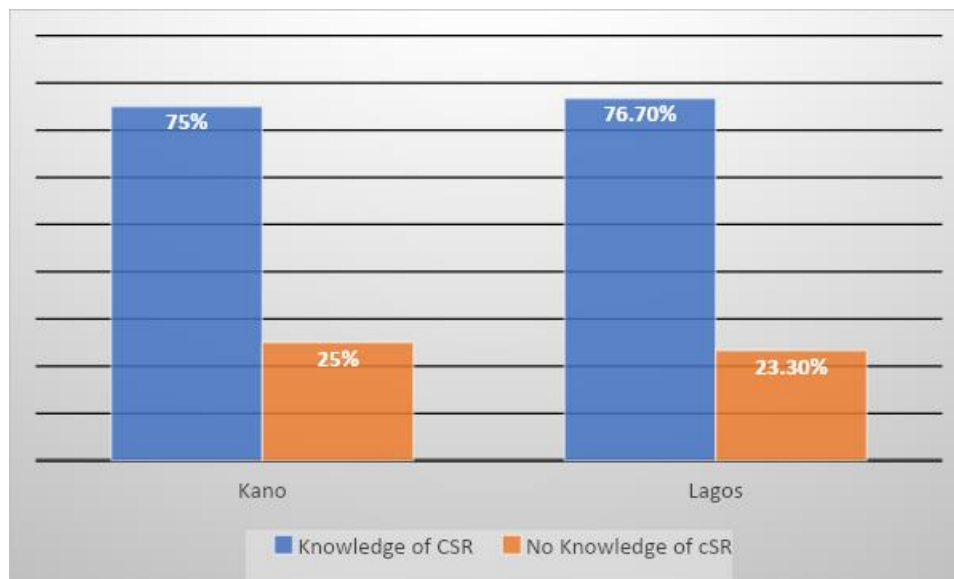


Figure 4.1: Response of respondents on their knowledge of CSR in Kano and Lagos State

From figure 4.1 above the bar chart shows the response of the respondents on their knowledge about CSR in the fashion industry. From the chart both in Kano and Lagos State, a higher percentage of the respondents claimed they have knowledge about corporate social responsibility.

In Kano state, 75% of the respondents have knowledge while in Lagos State 76.7% of the respondent has the knowledge and those that do not have knowledge about CSR are 25% and 23.3% in Kano and Lagos State respectively. Based on the bar chart the null hypothesis of Stakeholders in the fashion industry has no knowledge about CSR is rejected. Hence, the alternative hypothesis is accepted.

Hypothesis Two

H₀: There is no significant relationship between Stakeholder perception of CSR and the growth and development of the fashion industry

H₁: There is a significant relationship between Stakeholder perception of CSR and the growth and development of the fashion industry

In order to achieve this objective, Pearson moment correlation techniques were used and the result is presented below

Table 4.21. Correlation between Stakeholder's perception of CSR and growth and development of business in Kano State

Variable	Mean	Std Dev	N	R	P	Remarks
Perception of CSR	11.2574	2.76509	20	0.345**	0.00	Significant
Growth and Development of Business	9.3088	1.32165				

Source: Author's computation. 2020

It is shown in the table above that there is a significant relationship between Stakeholders' perception of Corporate social responsibility and the growth and development of business in the fashion industry in Kano with ($r=.345^{**}$ $N=20$ $\rho<0.01$). The table further shows the mean value for the perception of CSR in Lagos and the growth and development falls within the range between the minimum (perception, 11.00 and growth, and development, 9.00) and maximum (perception, 19.00 and growth, and development, 17.00) value as seen in the appendix with a low standard

deviation of 2.12809 for the perception of stakeholders and 1.23121 for growth and development. However, based on the result, from the correlation table, it indicates that a significant correlation exists at 0.01 level of significance with a 2 tail test. Therefore, the null hypothesis of no significant relationship between stakeholder's perception of CSR and the growth and development of the fashion industry is rejected in Kano and the alternative hypothesis is accepted.

Table 4.22. Correlation between Stakeholder's perception of CSR and growth and development of business in Lagos State

Variable	Mean	Std Dev	N	R	P	Remarks
Perception of CSR	13.2574	2.76509	30	0.416**	0.00	Significant
Growth and Development of Business	10.3088	1.32165				

Source: Author's computation. 2020

It is shown in the table above that there is a significant relationship between Stakeholders' perception of Corporate social responsibility and the growth and development of business in the fashion industry in Lagos with ($r=.416^{**}$ $N=30$ $\rho<0.01$). The table further shows the mean value for the perception of CSR in Lagos and the growth and development falls within the range between the minimum (perception, 12.00 and growth, and development, 10.00) and maximum (perception, 21.00 and growth, and development, 15.00) value as seen in the appendix with a low standard deviation of 2.76509 for the perception of stakeholders and 1.23165 for growth and development. However, based on the result, from the correlation table, it indicates that a significant correlation exists at 0.01 level of significance with a 2 tail test. Therefore, the null hypothesis of no significant relationship between stakeholder's perception of CSR and the growth and development of the fashion industry is rejected in Lagos and the alternative hypothesis is accepted.

CHAPTER FIVE: DISCUSSION OF FINDINGS

5.1 Introduction

This chapter focused on the discussion of findings from the result obtained on the response of the respondents and data presented both in Kano and Lagos States. The outcome of the findings is used to draw up the conclusion and recommendations for the study.

5.2 Discussion

The study examined the perception of Stakeholders on CSR in the fashion industry. two hypotheses were formulated and tested.

Stakeholders in the fashion industries have no knowledge of Corporate Social Responsibility

In order to address this hypothesis, descriptive statistics as well as a bar chart was used to depict the response of the respondents. The bar chart shows that majority of the Stakeholders are aware of the issue of Corporate Social Responsibility and also have knowledge about it. With their knowledge concerning the importance of corporate social responsibility, stakeholders in the business have engaged in several aspects in the development of one area or the other in the vicinity wherein they operate.

Furthermore, stakeholders in the fashion industry have viewed CRS as a mainly for marketing strategy as well as means for environmental production and community development. It can be viewed from the outcome that engaging in CRS by the stakeholders will improve their customer's patronage which in time will enhance their profitability in the business. Based on the outcome of the view of the respondents concerning the awareness and knowledge of CRS, the null hypothesis(H_0) of stakeholders have no knowledge about CRS was rejected. The findings are in line with studies by Madueno, Jorge, Sancho, and Martinez-Martinez (2016) on the relationship between CSR and competitive performance in Spanish SMEs from the Stakeholders' perspective who submit that Stakeholders has knowledge of CSR. Also, Morgan and Birtwistle (2009) and Welters (2008) also confirmed that Stakeholders in the fashion industries have knowledge about CSR. Moreover, the derives of CRS based on the stakeholders' perceptions are majorly the company size, increasing customer patronage, and market segment. It was noticed that with more patronage of customers to the industries, the tendency to engaged more in CRS is higher both in

Lagos and Kano State. Stakeholders who engaged more on CRS also perform better than those who do not in the fashion industry.

Perception of Stakeholders on Corporate Social Responsibility has no significant relationship with the growth and development of the fashion industry

The second hypothesis of the study was to determine if a significant relationship exists between the perception of stakeholders and the growth and development of fashion industries. The Pearson Moment correlation techniques were employed to address this hypothesis and finding revealed that strong positive relationships exist both in Kano State and Lagos State. The finding is in line with Feng and Ngai (2020) study on doing more on the corporate sustainability front. A longitudinal analysis of CRS reporting of global fashion company and White, Nelson, and Valentini's (2017) studies on CRS research in the approved industry a qualitative review of existing literature. Based on the findings, the null hypothesis of no significant relationship between stakeholder's perception of CRS and growth and development of the fashion industry in Lagos is rejected. The study, therefore, concluded that the perception of Stakeholders in the fashion industry concerning CSR has a significant relationship with the growth and development of the industry.

CHAPTER SIX: SUMMARY, CONCLUSION, AND RECOMMENDATIONS

6.1 Introduction

This chapter of the thesis focused on the summary, conclusion, recommendation, limitation of the study, contribution to knowledge, and suggestion for further research. The conclusions and recommendations were based on the findings obtained from the response of the questionnaire administered,

6.2 Summary

The study examined the perception of Stakeholders on corporate social responsibility in the fashion industries in Nigeria. Two States Kano and Lagos were used since they are majorly commercial centers. Two hypotheses were tested in order to achieve the objective of the study. The first was addressed using descriptive analysis on the awareness and knowledge of the Stakeholders concerning corporate social responsibility. In both States, the respondents agreed to the fact that they have knowledge about CSR. This was seen from the higher percentage of the respondents on the questions based on their awareness in both Lagos and Kano State. In their response to the perception, the majority of the Stakeholders see CSR as what they do as a result of customer patronage, company size, and market segment.

The second hypothesis was based on whether any relationship exists between Stakeholders' perception of CSR and the growth of their business. The hypothesis was tested using Pearson moment correlation techniques and the findings show a significant relationship exists between the perception of Stakeholders on corporate social responsibility and the growth of their business. The problem militating against Stakeholders' ability to participate includes finance, the number of customer patronage, attitude of those in the environment. These impacted negatively on the growth of CSR in the States. Furthermore, some of the reasons for which Stakeholders carried out CSR in the fashion industry are basically due to the increasing customers' patronage and the size of the company both in Lagos and Kano States.

From the foregoing, it is glaring that Stakeholders' perception of CSR shows that a company that engages in CSR will grow speedily in their business than those that did not lay more emphasis on CSR.

6.3 Conclusion

Stakeholders' perception of CSR has been an important issue in every organizational setting. This study has been able to address the perception of Stakeholders on corporate social responsibility in the Fashion industries. Based on the response of the respondents and the findings, the study concluded as follows. First, in both Lagos State and Kano State, Stakeholders in the fashion industries are aware of corporate social responsibility. This can be seen from the response of the respondent based on their knowledge of CSR. In Kano, 75% of the respondents agreed that they have knowledge about CSR while 76.7% of the respondents in Lagos also claimed to have knowledge of CSR. This shows that both in Lagos and Kano State, the Stakeholders in the fashion industry have knowledge concerning corporate social responsibility. Secondly, Stakeholders in the fashion industries see CSR as mainly a marketing strategy, means of community development, and duty that serves environmental protection in the States that helps in boosting their customer patronage and growth in their business. Third, Stakeholders that participated in CSR perform better than those that do not contribute anything to the environment wherein they are operating. Fourth, the major drivers of CSR in the fashion industry are increasing customer patronage, profit margin, and also due to the legal regulations in the environment wherein they operate their business. Fifth, major problems militating against the effective performance of the Stakeholders in terms of participating in CSR in their environments are finance, poor patronage of customers in some period that reduces their profit and sales margin. Furthermore, a strong relationship exists between stakeholders' perception of CSR and the growth and development of the fashion industries in both Kano and Lagos State.

6.4 Recommendation

Based on the conclusion of the study, it is glaring that Stakeholders have a positive perception of CSR in the fashion industry. hence, the following recommendations are suggested based on the findings:

- i. Fashion industries should engage in corporate social responsibility in any environment wherein they operate as this will assist in the growth of their business.

- ii. Access to finance should also be for the fashion industries to assist them in their quest for growth in the industry as this will also pave way for them to contribute immensely to the growth and development of the environment where they operate.
- iii. Stakeholders in the fashion industries should guide one another on the importance of corporate social responsibility as related to their industry. This will help in guiding those who do not participate in CSR in the environment where they operate.
- iv. The level of awareness of the importance of CSR should be made known to the Stakeholders of the fashion industries in all States. These fashion brands may need to raise their communication strategies to raise awareness.

6.5 Contributions to Knowledge

The study has examined the perception of Stakeholders on Corporate Social Responsibility. This study contributed to knowledge in the following areas. First, most studies in the literature focused on only one state or area. This study, however, makes use of two states in Nigeria and is a major commercial area in the country. Secondly, the study has been able to add more to the existing literature by concluding that Stakeholders' perceptions of CSR are positive. Third, the study also shows the major factors militating against an effective commitment to CSR among the fashion industries. Fourth, the study added to the literature in the area of stakeholder perception on CSR and submitted that CSR improves the growth and development of the fashion industries.

6.6 Limitation of the Study

Although, this study has contributed to knowledge in many ways yet some limitations hinder the study. First is the current pandemic that hinders the number of respondents that would have been used for the study. The study intended to use more respondents however, the recent pandemics couldn't make more Stakeholders in the fashion industries to participate. The small sample size used may have few effects on the generalization of findings when more Stakeholders are involved. Also, the distance between one fashion

industry to another in both States is far from one another this makes the financial aspect of the study to be high. Furthermore, the response of some of the respondents was based on the environments in which they found themselves and this may make findings to be biased.

6.7 Suggestions for further Studies

Although this research work has contributed immensely to the body of knowledge in the literature especially in Nigeria by giving on the perception of Stakeholders on the issue of Corporate Social Responsibility and how it affects the business of fashion industries, it has also paved way for further research to be undertaking in areas in which this study ignored. First, the study only makes use of 50 Stakeholders in both Kano and Lagos which are mainly commercial centers in the country. Further studies can look at the perceptions in other States of the country that are not commercial. Also, more Stakeholders can be involved instead of the 50 used due to the present pandemic as this can bring out a more robust result. Also, the study was based on only the perception of the Stakeholders that are owners of the business, further studies may concentrate on the customer's perception of CSR.

REFLECTIVE JOURNAL

I made my first contact with my project supervisor on Saturday, April 4, 2020, when I reached out to her and introduced myself. Her response was swift and pleasant, and we deliberated and agreed on the best day and time to have a telephone conversation. She allowed me to come up with the topic of my choice for the dissertation and requested a proposal on the said topic.

I was overwhelmed with joy for her academic mentor and bid accordingly. I submitted my proposal on ‘The Role of Stakeholders Perception on Corporate Social Responsibility in the Fashion Industry’. She made a thorough correction on the proposal and gave me a go-ahead to continue

On Friday, June 19, 2020, I sent her the draft of chapters 2 and 3 as well as the questionnaire for my project. Four days later, precisely on Tuesday, June 23, 2020, I received a mail from my supervisor suggesting that we schedule a convenient to discuss her observations on my submissions thus far. This we did by running through the chapters together. She guided me on my questionnaires and make the necessary adjustment so that I can achieve the set objectives and hypotheses formulated. Some of her major input on my questionnaire was to include the level of awareness and knowledge of my respondents, this I did and improved the quality of the questions asked on the questionnaire.

On Monday, July 27, 2020, I submitted chapters 4 and 5 of my projects. To my utmost but pleasant surprise, I received an invitation from my supervisor the next day to send in chapter 6. She had gone through chapters 4 and 5 the same day that I submitted them!

I had not quite recovered from the surprise of July 27 when, on Sunday, August 9, 2020, my supervisor again contacted me and asked me to send in my entire thesis. I did so the following day, that is; Monday, August 10, 2020, with a bit of trepidation. Would she raise some issues about my thesis? Had I committed any grievous error which she had just discovered? These and many other questions raised through my mind. To my greatest relief, however, she said that she was impressed with my work and advised that I make a two - page reflective learning journal articles from my thesis after some minor corrections in the references.

I got the go-ahead to submit my final dissertation on Monday, August 10, 2020, but I could not do so because I took ill with the manifestation of COVID-19 symptoms. Besides, I had not retrieved

my questionnaire from those to whom I administered it in Nigeria. The consequent frustration I experienced as a result of these two unfortunate developments is better imagined than described!

My supervisor has improved my knowledge of thesis writing. She guided me when I thought there was no way out again in the course of my dissertation. With the guidance of my supervisor, I have learned a lot in the course of this dissertation because my supervisor guarded me and put me on the right track to submit a dissertation that can be of a great addition to the existing literature in the area of Stakeholders perception on Corporate Social Responsibility.

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APPENDIX

KANO STATE

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	12	60.0	60.0	60.0
	Female	8	40.0	40.0	100.0
	Total	20	100.0	100.0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	2	10.0	10.0	10.0
	31-40	10	50.0	50.0	60.0
	41-50	8	40.0	40.0	100.0
	Total	20	100.0	100.0	

Highest Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Certificate	6	30.0	30.0	30.0
	Professional	4	20.0	20.0	50.0
	OND/NCE	8	40.0	40.0	90.0
	B.Sc\HND	0	0.0	0.0	90.0
	SSCE/GCE/ NECO	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

How long have you been in business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5years	4	20.0	20.0	20.0
	6years to 10years	6	30.0	30.0	50.0
	11years and above	10	50.0	50.0	100.0
	Total	20	100.0	100.0	

Do you understand what is meant by Corporate Social Responsibility?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	75.0	75.0	75.0
	No	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

In the fashion industry, do you have any policy that mandates you to perform Corporate Social Responsibility?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	65.0	65.0	65.0
	No	7	35.0	35.0	100.0
	Total	20	100.0	100.0	

Have you engaged on any corporate social responsibility since you started your business in this area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	80.0	80.0	80.0
	No	4	20.0	20.0	100.0
	Total	20	100.0	100.0	

Does your industry have a good corporate social responsibility (CSR) records?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	14	70.0	70.0	70.0
Valid No	6	30.0	30.0	100.0
Total	20	100.0	100.0	

What are the factors that affect CSR in the Company

	Frequency	Percent	Valid Percent	Cumulative Percent
Company Size	2	10.0	10.0	10.0
Market Segment	2	10.0	10.0	20.0
Core Business	1	5.0	5.0	25.0
Valid Legal and Regulatory	4	20.0	20.0	45.0
increasing customer demand	11	55.0	55.0	100.0
Total	20	100.0	100.0	

. Companies that engaged in CSR perform better in terms of growth and development than those that do not engage in corporate social responsibility?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	9	45.0	45.0	45.0
Can't say	1	5.0	5.0	50.0
Valid Agree	5	25.0	25.0	75.0
Disagree	3	15.0	15.0	90.0
Strongly Disagree	2	10.0	10.0	100.0
Total	20	100.0	100.0	

Do you pay attention to corporations and the community of some social issues involving charitable donation

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	13	65.0	65.0	65.0
Valid No	7	35.0	35.0	100.0
Total	20	100.0	100.0	

Involvement in Social responsibility activity would positively impact on the evaluation of your fashion industry?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	14	70.0	70.0	70.0
Valid No	6	30.0	30.0	100.0
Total	20	100.0	100.0	

What factors stand as limitations in your efforts to providing corporate social

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Finance	8	40.0	40.0	40.0

No of Customer	6	30.0	30.0	70.0
Profit Margin	3	15.0	15.0	85.0
Government Policy	2	10.0	10.0	95.0
The attitude of People Living in the Environment	1	5.0	5.0	100.0
Total	20	100.0	100.0	

What factors stand as limitations in your efforts to providing corporate social

	Frequency	Percent	Valid Percent	Cumulative Percent
Finance	8	40.0	40.0	40.0
No of Customer	6	30.0	30.0	70.0
Profit Margin	3	15.0	15.0	85.0
Valid Government Policy	2	10.0	10.0	95.0
The attitude of People Living in the Environment	1	5.0	5.0	100.0
Total	20	100.0	100.0	

Corporate social responsibility brings about a good relation with governments and communities

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	11	55.0	55.0	55.0
Agree	5	25.0	25.0	80.0
Valid Disagree	3	15.0	15.0	95.0
Strongly disagree	1	5.0	5.0	100.0
Total	20	100.0	100.0	

CSR leads to long term sustainability

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	1	5.0	5.0	5.0
Agree	10	50.0	50.0	55.0
Valid Cant Say	5	25.0	25.0	80.0
Disagree	3	15.0	15.0	95.0
Strongly disagree	1	5.0	5.0	100.0
Total	20	100.0	100.0	

Corporate social responsibility brings about a good relation with governments and communities

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	11	55.0	55.0	55.0
Agree	5	25.0	25.0	80.0
Valid Disagree	3	15.0	15.0	95.0
Strongly disagree	1	5.0	5.0	100.0
Total	20	100.0	100.0	

Corporate social responsibility enhances the industry reputation and brand value

	Frequency	Percent	Valid Percent	Cumulative Percent
.00	1	5.0	5.0	5.0
Valid Strongly Agree	9	45.0	45.0	50.0
Agree	6	30.0	30.0	80.0
Disagree	4	20.0	20.0	100.0
Total	20	100.0	100.0	

Corporate social responsibility help in reducing operating costs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	10	50.0	50.0	50.0
Agree	6	30.0	30.0	80.0
Disagree	3	15.0	15.0	95.0
Strongly disagree	1	5.0	5.0	100.0
Total	20	100.0	100.0	

Corporate social responsibility help in the growth and development of your business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	12	60.0	60.0	60.0
Agree	5	25.0	25.0	85.0
Disagree	2	10.0	10.0	95.0
Strongly disagree	1	5.0	5.0	100.0
Total	20	100.0	100.0	

Corporate social responsibility helps customers to have trust in our business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	10	50.0	50.0	50.0
Agree	1	5.0	5.0	55.0
Disagree	6	30.0	30.0	85.0
Strongly disagree	3	15.0	15.0	100.0
Total	20	100.0	100.0	

LAGOS STATE

Gender of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	17	56.7	56.7	56.7
Female	13	43.3	43.3	100.0

Total	30	100.0	100.0
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Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 - 30 years	3	10.0	10.0	10.0
31-40 years	10	33.3	33.3	43.3
41-50 years	17	56.7	56.7	100.0
Total	30	100.0	100.0	

Highest Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Certificate	9	30.0	30.0	30.0
Professional Certificate	6	20.0	20.0	50.0
OND/NCE	11	36.7	36.7	86.7
SSCE/GCE/NECO	4	13.3	13.3	100.0
Total	30	100.0	100.0	

How long have you been in this business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 5 years	6	20.0	20.0	20.0
5 - 10 years	7	23.3	23.3	43.3
11 years and above	17	56.7	56.7	100.0
Total	30	100.0	100.0	

Do you understand what is meant by Corporate Social Responsibility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	23	76.7	76.7	76.7
No	7	23.3	23.3	100.0
Total	30	100.0	100.0	

In the fashion industry, do you have any policy that mandate you to perform Corporate Social Responsibility?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	20	66.7	66.7	66.7
No	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Have you engaged in any corporate social responsibility since you started your business in this area?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	73.3	73.3	73.3
No	8	26.7	26.7	100.0
Total	30	100.0	100.0	

Does your industry have a good corporate social responsibility (CSR) records?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	90.0	90.0	90.0
No	3	10.0	10.0	100.0
Total	30	100.0	100.0	

What are the factors that affect CSR in the Company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Company Size	11	36.7	36.7	36.7
Market Segment	8	26.7	26.7	63.3
Increasing customer demand	11	36.7	36.7	100.0
Total	30	100.0	100.0	

. Companies that engaged in CSR perform better in terms of growth and development than

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	20	66.7	66.7	66.7
Agree	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Do you pay attention to corporations and the community of some social issues involving charitable donation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	19	63.3	63.3	63.3

No	11	36.7	36.7	100.0
Total	30	100.0	100.0	

Involvement in Social responsibility activity would positively impact on the evaluation of your fashion industry?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	73.3	73.3	73.3
No	8	26.7	26.7	100.0
Total	30	100.0	100.0	

What factors stand as limitations in your efforts to providing corporate social

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Finance	20	66.7	66.7	66.7
Number of Customers	5	16.7	16.7	83.3
Profit Margin	3	10.0	10.0	93.3
Government Policy	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Gender of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	17	56.7	56.7	56.7
Female	13	43.3	43.3	100.0
Total	30	100.0	100.0	

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 - 30 years	3	10.0	10.0	10.0
31-40 years	10	33.3	33.3	43.3
41-50 years	17	56.7	56.7	100.0
Total	30	100.0	100.0	

Highest Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Certificate	9	30.0	30.0	30.0
Professional Certificate	6	20.0	20.0	50.0
OND/NCE	11	36.7	36.7	86.7
SSCE/GCE/NECO	4	13.3	13.3	100.0

Total	30	100.0	100.0
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How long have you been in this business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 5 years	6	20.0	20.0	20.0
5 - 10 years	7	23.3	23.3	43.3
11 years and above	17	56.7	56.7	100.0
Total	30	100.0	100.0	

Do you understand what is meant by Corporate Social Responsibility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	23	76.7	76.7	76.7
No	7	23.3	23.3	100.0
Total	30	100.0	100.0	

In the fashion industry, do you have any policy that mandates you to perform Corporate Social Responsibility?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	20	66.7	66.7	66.7
No	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Have you engaged in any corporate social responsibility since you started your business in this area?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	73.3	73.3	73.3
No	8	26.7	26.7	100.0
Total	30	100.0	100.0	

Does your industry have a good corporate social responsibility (CSR) records?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	90.0	90.0	90.0
No	3	10.0	10.0	100.0
Total	30	100.0	100.0	

What are the factors that affect CSR in the Company

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Company Size	11	36.7	36.7	36.7
	Market Segment	8	26.7	26.7	63.3
	Increasing ustomer demand	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

. Companies that engaged in CSR perform better in terms of growth and development than

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	66.7	66.7
	Agree	10	33.3	100.0
	Total	30	100.0	

Do you pay attention to corporations and the community of some social issues involving chantable donation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	63.3	63.3
	No	11	36.7	100.0
	Total	30	100.0	

Involvement in Social responsibility activity would positively impact on the evaluation of your fashion industry?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	73.3	73.3
	No	8	26.7	100.0
	Total	30	100.0	

What factors stand as limitations in your efforts to providing corporate social

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Finance	20	66.7	66.7
	Number of Customers	5	16.7	83.3
	Profit Margin	3	10.0	93.3
	Government Policy	2	6.7	100.0
	Total	30	100.0	

Corporate social responsibility brings about a good relation with governments and communities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	17	56.7	56.7
	Agree	7	23.3	80.0
	Cant Say	4	13.3	93.3
	Disagree	2	6.7	100.0

Total	30	100.0	100.0
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CSR leads to long term sustainability

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	22	73.3	73.3	73.3
Agree	4	13.3	13.3	86.7
Cant Say	3	10.0	10.0	96.7
Disagree	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Corporate social responsibility brings about a good relation with governments and communities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	23	76.7	76.7	76.7
Agree	2	6.7	6.7	83.3
Cant Say	3	10.0	10.0	93.3
Disagree	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Corporate social responsibility enhances the industry reputation and brand value

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	15	50.0	50.0	50.0
Agree	8	26.7	26.7	76.7
Cant Say	3	10.0	10.0	86.7
Disagree	4	13.3	13.3	100.0
Total	30	100.0	100.0	

Corporate social responsibility help in reducing operating costs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	22	73.3	73.3	73.3
Agree	4	13.3	13.3	86.7
Cant Say	3	10.0	10.0	96.7
Disagree	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Corporate social responsibility help in the growth and development of your business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	23	76.7	76.7	76.7
Agree	2	6.7	6.7	83.3

Cant Say	3	10.0	10.0	93.3
Disagree	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Corporate social responsibility helps customers to have trust in our business

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	15	50.0	50.0	50.0
Agree	8	26.7	26.7	76.7
Valid Cant Say	3	10.0	10.0	86.7
Disagree	4	13.3	13.3	100.0
Total	30	100.0	100.0	

Correlations

		PERCEPTION	GROWTH AND DEVELOPMENT
PERCEPTION	Pearson Correlation	1	.345**
	Sig. (2-tailed)		.000
	N	20	20
GROWTH AND DEVELOPMENT	Pearson Correlation	.345**	1
	Sig. (2-tailed)	.000	
	N	20	20

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

Correlations

		PERCEPTION	GROWTH AND DEVELOPMENT
INNOVATION	Pearson Correlation	1	.416**
	Sig. (2-tailed)		.000
	N	30	30
GROWTH AND DEVELOPMENT	Pearson Correlation	.416**	1
	Sig. (2-tailed)	.000	
	N	30	30

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

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PERCEPTION	20	11.00	19.00	11.2574	2.12809
GROWTH AND DEVELOPMENT	20	9.00	17.00	9.3088	1.12321
Valid N (listwise)	20				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PERCEPTION	30	12.00	21.00	13.7217	2.32165
GROWTH AND DEVELOPMENT	30	10.00	15.00	10.3088	1.76509
Valid N (listwise)	30				

Questionnaire

Dear respondent

I am a Master's student in the department of International Business, National College of Ireland Dublin, Ireland researching the topic “Stakeholder’s Perspection of Corporate Social Responsibility in Fashion Industries”. The case study for the research is Kano and Lagos States. This questionnaire is to get information on the topic. Kindly assist me in the filling of the questionnaire as this will only be for research purposes and all information provided will be treated with the utmost confidentiality.

Thank you for your cooperation.

Questionnaire

Section A Bio Data

- 1 Location Lagos () Kano ()
- 2 Gender Male () Female ()
- 3 Name of fashion industry -----

- 4 For how long have you been in operation? -----
Less than 5years ☐ 6years to 10years ☐ 11years and above ☐

Section B

Please tick as appropriate.

- 5 Have you practiced any CSR in this area since you started your fashion business?
- Yes ☐ No ☐
- 6 How do you perceived CSR in your view based on the number of years you have spent in this area and the community development you have assisted on?
- i. Is a marketing strategy ()
 - ii. Is a means for community development ()
 - iii. Is a means for profit ()
 - iv. Environmental protection ()

Drivers of Corporate Social Responsibility

7. Kindly tick reason (s) that motivates you in performing the CSR functions in the area
- i. Company size ☐
 - ii. Market segment ☐
 - iii. Core business ☐
 - iv. Legal and regulatory force ☐
 - v. Increasing consumer demand ☐
8. Do you agree that a significant difference occurs in terms of growth and development between fashion industries that practice CSR and those that do not?
- Strongly Agreed () Agree () Disagree () Strongly Disagree ()
9. Do you pay attention to corporations and the community of some social issues involving chantable donation yes () no ()
- 10 Do your industry has good corporate social responsibility (CSR) records. yes () no (). if yes please specify some responsibilities you have performed in the area
11. Do you think the involvement in Social responsibility activity would positively impact on the evaluation of your fashion industry?
12. What factors stand as a limitation to your efforts in providing CSR?. Kindly list three

- i.
- ii.
- iii.

Kindly tick the benefit you derived in your practice of Corporate Social Responsibility

Perceive of CSR				
	SA	A	D	SD
13. It leads to long term sustainability				
14. May lead to good relations with governments and communities				
15. May enhance the firm reputation and brand value				
16. May attract, motivate and retain talented employees				
17. May reduce operating costs				
18. CSR helps in promoting your business				
19. CSR help in the growth and development of your business				
20. CSR helps your customer to have trust in you				