

Research proposal

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The effects CSR has on supply and demand through an analysis of consumer attitudes.

1. Introduction

Throughout this research proposal its aim is to shine light on areas of CSR that some businesses show a blatant ignorance and disregard for. To analyse the effects and impacts it has on their consumers attitudes towards purchasing products made unethically as viewed by society without the incorporation of CSR within that business and the impacts it has on its surrounding environment.

As this is a global issue that this research project will look at, analysing several countries with regards to the economic climate to see what strategies and regulations they have put in place not to challenge but to change. An example of this is Volkswagen and their failure of CSR. (Turker, 2018).

1.1 Background and Literature Review

This research proposal aims to research the gap between CSR influencing consumer attitudes and its impact on an organisations supply and demand chain to review and analyse what the restraints and limitations are that CSR can provide input to an organisation whether it's positive or negative we have yet to find out.

According to (Newman, 2014) within corporate social responsibility little is known of how the efforts affect consumer behaviour, this research will try to address the gap where CSR can positively or negatively affect an organisations perception which is perceived by consumers. When examining this closer in more detailed depth this research will look into how the influence of CSR can affect both consumer attitudes and the supply and demand chain for products based on consumer attitudes and if the moral behaviour of consumers affects the organisations overall performance.

1.2 Rationale

The decision to research this is because for far too long large organisations have been performing on a profit by any means philosophy, with complete disregard and acknowledgement for their own actions which can have multiple impacts not just on the consumer but the environments it operates within.

This proposal will at several factors that determine whether cooperate companies can be made accountable for their actions (Lee & Carter, 2012) it will also look at consumer attitudes and the

effect that can have on supply and demand for those products (McGrath & Martin 2015). These combined practices with the use of child labour through some companies and whether this effects the purchasing attitudes of consumers within western society.

Would there be a difference in consumer perception and purchasing attitudes within western society if these large cooperate companies where to source and manufacture products more ethically under tighter restrictions and constraints that would ultimately change the way the products/services are perceived and the inevitability of a higher cost?

1.3 Aims and Objectives

These aims are:

1. To discover and find out whether CSR can be fully implemented within large cooperate companies (Lee & Carter, 2012) and will these companies be made accountable for their actions.
2. To conduct a literature based research by critically analysing academic literature on the organisations use of child labour and the effects this has on consumer purchasing with regards to supply and demand and the implementation of CSR within those organisations.
3. Because of the attraction of low costs and wages in other parts of the world where they are less economically developed, does that therefore has smaller constraints on their ethical and work practices?
4. Another aim is to find out how and why most westernised products are not manufactured in Europe (McGrath & Martin 2015) and why they are sourced globally.
5. The aim of this study is to give an overview and insight to how and why businesses that use their power to keep production costs low for their own gains and low prices for their consumers at the cost and detriment to these less economically developed countries. Does this mean that the western world controls the glass ceiling and keeps these countries from growing and developing or does it actually help their economy to thrive?

2. Methodology

A review of literature is important to allow the researcher to acquire and understanding of the topic, it helps to place the work in the context of already evidenced research and provides a framework for further research. Through critical summary and assessment of existing materials dealing with the understanding and knowledge on this topic, it provides a deeper understanding into previous work on those areas. (Blaxter et al, 2003)

The forming functions of the literature review will help to discuss the research carried out and provide a conceptual context for the reasons of importance of this topic to be researched. Finding and using key sources, looking at the problems that have already been addressed. It can also include what political standpoints there are with regards to the development and how and where it came about. (Blaxter et al, 2003)

The approach in this methodology as previously stated will be a literature based research evidencing an understanding of the subject, through the use of a computer data base, journals, articles, books, E-books found through the universities library, Google scholar, newspaper articles, relevant websites. Using all of these tools for research will enable the researcher to gain qualitative documented evidence for the topic to be discussed.

2.1 Paradigm

A paradigm is an example or pattern and it's a way of looking at something. The typical examples used for this topic will be;

A report which was commissioned by which finds forced labour and human trafficking in Thailand's supply chain of seafood, also Nestle the Swiss food giant in 2015 commissioned a report from Verite a non-profit organisation, and has promised to propose new requirements on all of its potential suppliers in regards to human rights.(The Guardian, 2015).

Looking at several articles with regards to why companies go overseas, there are advantages and disadvantages of moving production abroad namely to expand from benefiting in a climate where

labour and market conditions advocate business growth by seeking low costs such as labour, market seeking, poor regulations, taxes and cheap resources. (Roennevig, 2018)

2.2 Sample

The samples that the researcher would be using is documentary sources for research sample and that would be known as secondary data, that is, existing data which has already been collected and analysed by other researchers.

2.3 Limitations

Throughout this there will be typical limitations and time setbacks in terms of time frames that may affect how this research is carried out, there will be with regards to time constraints in the university a Gants chart to be created by the researcher which will help allow adequate time slots for research, evidence and planning that will help to organise and structure the research.

2.4 Ethical risks

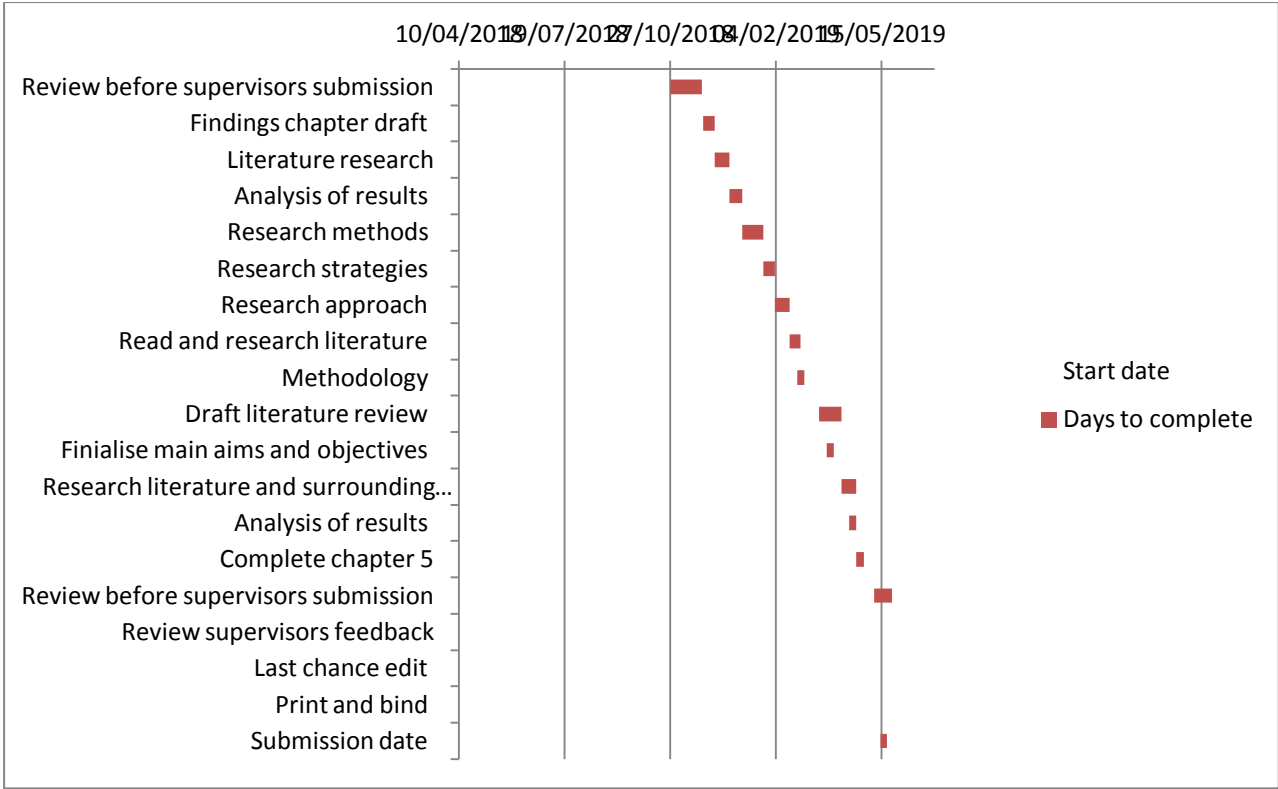
Due to the nature of the literature based proposal there is little or no ethical risk. Although the researcher must be aware of the possibility of personal bias throughout their research.

3. Resources and planning

With regards to why the researcher has chosen a literature based review is that there is already a wealth of information available covering most aspects of this topic which will enable to the researcher to read, collate and utilise in order to critically analyses and evaluate the subjects matter, by doing this it may possibly highlight gaps in the research.

3.1 Time scale

To keep up to date and within the time constraints there will be generated a Gants chart in order to minimise the researchers limitations of time constraints therefore this being the most time efficient way possible as seen in the following Gant chart. It gives a real time overview of a complex project to share the progress of the research carried out with its tasks. (Gantt and Rathe, 1967)



References

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