

UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION

**ASSESSING THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON
THE BRAND DEVELOPMENT OF AWAKE MINERAL WATER**

BY

JULIANA YAYRA LAWOE

MADC24022

DECEMBER, 2025

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**THIS THESIS IS SUBMITTED TO THE UNIVERSITY OF MEDIA, ARTS, AND
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REQUIREMENT FOR THE AWARD OF MA/MPHIL IN COMMUNICATION
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STUDENT'S DECLARATION

I hereby declare that this research is a result of my original research and that no part has been presented for another degree in this university or any other higher education institute. I further declare that all the sources I have used or quoted have been indicated and acknowledged by complete references.

JULIANA YAYRA LAWOE

A handwritten signature in blue ink, appearing to read 'Juliana', is written over a horizontal line.

11/12/2025

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DECLARATION BY SUPERVISOR

This Thesis has been prepared and presented under my supervision according to the guidelines for supervision and formatting of the Thesis laid down by the University of Media, Arts and Communication, UniMAC-IJ.

REV. DR. YAW ODAME GYAU



11/12/2025

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Date

DEDICATION

This study is dedicated to my mother, Delight Esi Agbelie, who has been a constant source of support and whose good examples have taught me to work hard for the things I aspire to achieve.

ACKNOWLEDGEMENT

First and foremost, I would like to thank the Almighty God for His eternal blessings, love, and protection throughout my studies at the University of Media and Communication, Institute of Journalism. I sincerely thank my supervisor, Rev. Dr. Yaw Odame Gyau, who guided me in accomplishing this work. I appreciate his comments regarding the structure and content of my work.

ABSTRACT

In Ghana's competitive mineral water market, Corporate Social Responsibility (CSR) has evolved from mere philanthropy to a key strategy for differentiating brands. This study empirically examined the impact of CSR on brand development, focusing on Awake Mineral Water's 'One4Life' initiative, which integrates cardiac healthcare funding into its core business model. Based on Carroll's CSR Pyramid, Stakeholder Theory, and the Creating Shared Value framework by Porter and Kramer, the research examined how CSR advertising exposure and awareness of the 'One4Life' initiative influence consumer perceptions, emotional responses, and brand outcomes.

A cross-sectional survey was conducted with 500 adult consumers in Accra, selected through purposive and quota sampling methods. Data were analysed using Pearson correlation, independent samples t-tests, and linear regression. Results revealed a significant positive relationship between CSR advertising exposure and consumer perceptions ($\beta = 0.233$, $t(498) = 5.36$, $p < 0.001$). Most critically, awareness of the 'One4Life' initiative significantly predicted brand trust ($\beta = 0.244$, $t(498) = 5.618$, $p < 0.001$) and recommendation intentions ($\beta = 0.294$, $t(498) = 6.867$, $p < 0.001$). Emotional responses measured via the PANAS showed that awareness significantly increased Positive Affect ($t(61.527) = 10.594$, $p < .001$, $d = 1.15$), but did not significantly decrease Negative Affect ($t(498) = -1.144$, $p = .253$, $d = -0.18$).

The primary contribution of this study is to demonstrate that CSR communication in the mineral water market is not merely philanthropic, but a strategic necessity that yields measurable business benefits. By empirically linking CSR exposure and awareness to consumer perceptions, trust, advocacy, and emotional engagement, this study advances the CSR and branding literature while confirming the strategic importance of embedded giving. These findings suggest that aligning corporate objectives with societal needs helps build resilient brands founded on trust, emotional connections, and shared values. The study recommends that mineral water companies in Ghana adopt transparent, cause-related marketing strategies to foster sustainable brand loyalty.

Keywords: Corporate Social Responsibility, Brand Development, Brand trust, Cause-Related Marketing, Consumer Perceptions, Emotional Branding, Consumer Behaviour,

TABLE OF CONTENTS

Contents	Page
STUDENT’S DECLARATION	i
DECLARATION BY SUPERVISOR	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xii
LIST OF FIGURES	xiv
LIST OF ABBREVIATIONS	xv
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background	2
1.1.1 CSR in the Beverage Industry	2
1.1.2 The Evolution of CSR in Ghana	3
1.2 Problem Statement	3
1.3 Research Objectives	5
1.3.1 General objectives	5

1.3.2 Specific Objectives	5
1.4 Research Questions	6
1.5 Research Hypotheses	6
1.6 Significance of the Study	7
1.6.1 Theoretical Significance	7
1.6.2 Practical Significance.....	7
1.6.3 Policy Significance	8
1.6.4 Methodological Significance	8
1.7 Scope of the Study	9
1.7.1 Overview of the Study's Focus.....	9
1.7.2 Study Population and Sampling Scope	10
1.7.3 Research Design Scope.....	10
1.7.4 Data Collection Methods Scope.....	11
1.7.5 Measurement of Key Variables Scope.....	11
1.8 Organisation of the Study	12
CHAPTER TWO	13
LITERATURE REVIEW	13
2.0 Introduction.....	13
2.1 Theoretical Framework.....	15
2.1.1 Theoretical Foundations of CSR.....	15

2.1.2 Key Theoretical Frameworks	17
2.1.3 Theoretical Model: Integration of CSR Theories	19
2.2 Conceptual Review	22
2.2.1 Defining Corporate Social Responsibility (CSR)	23
2.2.2 CSR in the Global Beverage Industry and the Ghanaian Context	24
2.2.3 The Role of CSR in Shaping Brand Development in the Beverage Industry	25
2.2.4 The 'One4life' Initiative: Structure and Implementation.....	28
2.2.5 Brand Development and Its Components	29
2.2.6 The Role of Consumer Perceptions and Emotions	32
2.3 Review of Empirical Studies and Identification of Gaps.....	34
2.3.1 Previous Research in Ghana	35
2.3.2 Identified Research Gaps	36
CHAPTER THREE	37
METHODOLOGY	37
3.0 Introduction.....	37
3.1 Research Philosophy	37
3.2 Research Approach	38
3.3 Research Design.....	38
3.4 Research Population.....	39
3.5 Sampling Techniques, Size, and Unit	39

3.5.1 Sampling Techniques.....	39
3.5.2 Sample Size.....	40
3.5.3 Sampling Unit	41
3.6 Data Collection Method.....	41
3.6.1 Method.....	41
3.6.2 Questionnaire Administration.....	42
3.7 Data Analysis Techniques.....	43
3.7.1 Data Preparation.....	43
3.7.2 Analytical Methods.....	43
3.8 Ethical Considerations	45
CHAPTER FOUR.....	46
PRESENTATION OF RESULTSADN ANALYSIS.....	46
4.0 Introduction.....	46
4.1 Preliminary Analysis.....	46
4.1.1 Demographic Profile of Respondents	47
4.1.2 Scale Reliability Analysis	48
4.2 Descriptive Statistics for Key Variables	49
4.3 Frequencies of Other Variables	51
4.4 Results for Objective 1/ Hypothesis 1 (H1).....	53
4.4.1 Reliability Analysis for Perception Index.....	54

4.4.2 Descriptive Statistics of Exposure Frequency and Perception Index	54
4.4.3 Correlation Analysis between Exposure Frequency and Perception Index	55
4.4.4 Regression Analysis of Exposure Frequency on Perception Index	56
4.4.5 Summary of Findings for Objective 1/ Hypothesis 1 (H1).....	57
4.5 Results for Objective 2/Hypothesis 2 (H2).....	58
4.5.1 Preliminary Checks: Distribution and Group Sizes	58
4.5.2 Descriptive Statistics of Brand Outcomes by Awareness of ‘One4Life’ Initiative	60
4.5.3 Independent Samples t-Test for Brand Outcomes by Awareness of One4Life Initiative	61
4.5.4 Regression Analysis of Awareness Predicting Brand Outcomes	62
4.5.5 Summary of Findings for Objective 2/ Hypothesis 2 (H2).....	64
4.6 Results for Objective 3/Hypothesis 3 (H3).....	65
4.6.1 Preliminary Checks: Distribution and Group Sizes	65
4.6.2 Reliability Analysis for Emotional Response Scales.....	67
4.6.3 Descriptive Statistics of Emotional Responses by Awareness of ‘One4Life’ Initiative	67
4.6.4 Independent Samples t-Test for Emotional Responses by Awareness of ‘One4Life’ Initiative	68
4.6.5 Regression Analysis of Awareness Predicting Emotional Responses	70
4.6.6 Summary of Findings for Objective 3/Hypothesis 3 (H3).....	71

4.6.7 Summary of Hypothesis Testing Results	72
CHAPTER FIVE	73
DISCUSSION, RECOMMENDATIONS AND CONCLUSION	73
5.0 Introduction: Situating the Findings	73
5.1 Discussing of the Findings.....	74
5.1.1 Exposure to CSR Advertising and Consumer Perceptions	74
5.1.2 Awareness of ‘One4Life’ and Brand Outcomes	77
5.1.3 Awareness and Emotional Responses (PANAS).....	80
5.2 Recommendations of the Study	83
5.2.1 Managerial Recommendations.....	83
5.2.2 Policy Recommendations.....	84
5.2.3 Academic Recommendations.....	84
5.3 Limitations of the Study.....	84
5.4 Conclusion	85
REFERENCES	87
APPENDIX.....	97
SURVEY QUESTIONNAIRE	97

LIST OF TABLES

Table 3. 1 Sampling Framework.....	41
Table 3. 2 Questionnaire Structure	42
Table 4. 1 Gender of Respondents	47
Table 4. 2 Age Group of Respondents.....	47
Table 4. 3 Reliability Statistics for PANAS Subscales.....	48
Table 4. 4 Reliability Statistics for Perception Index	49
Table 4. 5 Descriptive Statistics of Key Study Variables	49
Table 4. 6 Frequency Distribution of CSR Ad Exposure Frequency	50
Table 4. 7 Media Exposure Sources for Awake Mineral Water Advertisements	51
Table 4. 8 CSR Initiatives Recognised by Respondents.....	52
Table 4. 9 Knowledge of the ‘One4Life’ Initiative’s Purpose.....	52
Table 4. 10 Sources of Information about the ‘One4Life’ Initiative	53
Table 4. 11 Descriptive Statistics of Exposure Frequency and Perception Index	54
Table 4. 12 Pearson Correlation between Exposure Frequency and Perception Index	55
Table 4. 13 Regression Analysis of Exposure Frequency on Perception Index	56
Table 4. 14 Descriptive Statistics of Brand Development Outcomes.....	58
Table 4. 15 Group Sizes by Awareness of ‘One4Life’ Initiative	59
Table 4. 16 Tests of Normality for Brand Development Outcomes	59

Table 4. 17 Descriptive Statistics of Brand Outcomes by Awareness of ‘One4Life’ Initiative ...	60
Table 4. 18 Independent Samples t-Test for Brand Outcomes by Awareness of ‘One4Life’ Initiative	61
Table 4. 19 Regression Analysis of Awareness Predicting Brand Outcomes	63
Table 4. 20 Descriptive Statistics of Emotional Responses.....	65
Table 4. 21 Group Sizes by Awareness of One4Life Initiative	66
Table 4. 22 Tests of Normality for Emotional Response Scores	66
Table 4. 23 Descriptive Statistics of Emotional Responses by Awareness of ‘One4Life’ Initiative	68
Table 4. 24 Independent Samples t-Test for Emotional Responses by Awareness of One4Life Initiative	69
Table 4. 25 Regression Analysis of Awareness Predicting Emotional Responses	70
Table 4. 26 Summary of Hypothesis Test Results	72

LIST OF FIGURES

Figure 2. 1 Carroll's pyramid of CSR (From: Carroll's pyramid of CSR: taking another look)..	16
Figure 2. 2 Conceptual framework linking CSR theories (Carroll's Pyramid, Shared Value, Stakeholder, Signalling, and Utilitarianism) to awareness, emotions, and brand outcomes.	21

LIST OF ABBREVIATIONS

<u>Abbreviations</u>	<u>Full Description</u>
CRM	Cause-Related Marketing
CSR	Corporate Social Responsibility
GH¢	Ghana Cedi
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
M	Mean
PANAS	Positive and Negative Affect Schedule
PPP	Public-Private Partnership
SD	Standard Deviation
SME	Small and Medium Enterprises
TV	Television

CHAPTER ONE

INTRODUCTION

Corporate Social Responsibility (CSR) serves as a strategic instrument for businesses striving to strengthen brand equity and cultivate consumer trust (Bruce & Owusu-Ansah, 2022). In developing economies like Ghana, where social and environmental challenges are acute, CSR enables companies to harmonise profitability with societal contributions. Defined as voluntary corporate actions addressing social, environmental, or economic concerns beyond legal obligations, CSR enhances brand reputation, fosters consumer loyalty, and secures competitive advantages.

In Ghana's competitive beverage industry, brands differentiate themselves through innovative marketing and social engagement. Awake Mineral Water, produced by Kasapreko Company Limited, exemplifies this trend through its 'One4Life' initiative, a CSR campaign channelling a portion of sales revenue to the Korle-Bu National Cardiothoracic Centre (Boateng, 2017). Initially, the initiative donated 1 pesewa per bottle, later increasing to 2 pesewas, with 10 pesewas allocated for 500ml bottles (Bosso, 2024; Global Media Alliance, 2019). Between 2016 and 2021, quarterly donations of GH¢75,000 facilitated cardiac surgeries and treatments, with contributions exceeding GH¢1 million by 2019, benefiting 66 patients (Akweitech Allotey, 2019; Hawkson, 2022). In 2024, quarterly contributions doubled to GH¢150,000, amplifying support for critical healthcare needs (Bosso, 2024).

Despite the prominence of 'One4Life', its influence on consumer perceptions, awareness, emotional connections, and overall brand development in urban Ghana, particularly in high-density markets in Accra, remains underexplored. Accra, characterised by substantial purchasing

power and media exposure, is pivotal for assessing CSR's impact on Awake Mineral Water brand metrics. This study addresses this gap by quantitatively evaluating how the 'One4Life' initiative shapes consumer trust, awareness, emotional engagement, and recommendation intention, thereby contributing to the Awake Mineral Water brand development.

1.1 Background

1.1.1 CSR in the Beverage Industry

Global trends in the beverage industry reflect a shift from traditional philanthropy to integrated CSR strategies aligning social, environmental, and economic goals. Companies in both alcoholic and non-alcoholic sectors prioritise responsible production, ethical marketing, and community engagement to address sustainability challenges and navigate regulatory complexities. For instance, alcohol producers implement responsible drinking campaigns to mitigate public health concerns while shaping policy debates to safeguard corporate interests (Mialon & McCambridge, 2018). Similarly, leading spirits and beer companies embed CSR into core operations through transparent reporting, responsible sourcing, and stakeholder engagement, bolstering market reputation and governance standards (Jones et al., 2013). Systematic CSR management systems further enhance economic resilience and environmental sustainability, fostering long-term competitiveness in global markets (Almeida et al., 2017). In alignment with these findings, Porter and Kramer (2011) contend that CSR initiatives that create shared value, addressing societal needs while simultaneously enhancing business outcomes, serve to cultivate sustainable competitive advantages. The 'One4Life' initiative, developed by Awake Mineral Water, is a pertinent example of this concept, as it funds healthcare initiatives and reinforces brand loyalty among consumers.

1.1.2 The Evolution of CSR in Ghana

In Ghana, CSR has transitioned from a peripheral practice to a strategic priority across multiple sectors. Historically prominent in extractive industries like mining and oil, where community development projects secure social licenses to operate (Mohammed et al., 2022). CSR has gained traction in telecommunications and consumer goods due to rising consumer expectations for ethical practices. Research highlights that CSR initiatives emphasising ethical and philanthropic dimensions significantly enhance brand loyalty and awareness in Ghana (Amoako et al., 2024; Salifu et al., 2023). However, the beverage industry's consumer-facing nature has received limited scholarly attention, presenting a research gap this study seeks to address. Awake Mineral Water distinguishes itself in this context, leveraging its 'One4Life' initiative to position itself as Ghana's leading charity-driven drinking water brand.

1.2 Problem Statement

Ghana's mineral water sector is highly competitive, with consumers increasingly favouring brands that demonstrate social responsibility. Awake Mineral Water has distinguished itself through its 'One4Life' initiative, which allocates a portion of sales to philanthropic causes such as funding heart-related treatments and providing clean water to underserved communities (Citi Business News, 2019; Global Media Alliance, 2019). This CSR-driven strategy has positioned Awake Mineral Water as a leading charity-aligned brand within Ghana's mineral water sector (Awake Purified Water, 2025b).

Although CSR is visible in Ghana's mineral water market, there is a lack of empirical evidence on how sector-specific CSR initiatives, such as Awake Mineral Water's 'One4Life' campaign,

specifically influence consumer brand development outcomes. Specifically, to the best of my knowledge, no study has systematically examined how CSR exposure and awareness affect consumer perceptions, emotional responses, and key brand metrics, such as trust and recommendation intention. This lack of targeted research forms the central problem of the present study, highlighting a significant gap in understanding the branding potential of CSR within high-exposure urban markets, such as Accra.

Existing CSR research in Ghana has mostly focused on the telecommunications industry. For example, one study found that ethical and philanthropic CSR initiatives greatly enhance brand loyalty and improve consumer relationships (Salifu et al., 2023). Another study showed that environmental, ethical, and social CSR aspects help increase brand awareness, loyalty, and overall organisational brand value (Amoako et al., 2024). Although some studies suggest that CSR initiatives can enhance brand equity during crises such as the COVID-19 pandemic (He & Harris, 2020; Manuel & Herron, 2020; Salifu, 2023), findings across sectors remain inconclusive. Broader research confirms CSR's role in building strong brands (Ansong, 2017; Araújo et al., 2023; Simran, 2025), and recent work emphasises CSR's impact on brand trust and loyalty (Sharma & Kumar, 2025). In Ghana, stakeholder perception studies (Tandoh & Duffour, 2023) and cases from the beverage sector, such as Kasapreko (Boye, 2024) offer some insights, yet few have investigated integrated CSR strategies, such as 'One4Life', or their direct effects on consumer perceptions, emotional responses, and brand development outcomes.

This study examines the identified problem by assessing the influence of Awake Mineral Water's 'One4Life' CSR programme on brand development in Ghana. Guided by Carroll's (1999) CSR framework, which includes economic, legal, ethical, and philanthropic aspects, the study explores three pathways: (a) how exposure to CSR advertising affects consumer perceptions, (b) how

awareness of the ‘One4Life’ initiative impacts brand development outcomes (such as brand trust and recommendation intention), and (c) how CSR awareness influences emotional reactions, measured using the Positive and Negative Affect Schedule (PANAS). By concentrating on urban consumers in Accra, where Awake Mineral Water has a strong market presence and media visibility, this study aims to provide practical insights into the branding potential of CSR in fast-changing, media-rich markets.

1.3 Research Objectives

1.3.1 General objectives

The present study seeks to evaluate the impact of CSR on the brand development of Awake Mineral Water, focusing on the 'One4life' marketing initiative.

1.3.2 Specific Objectives

Specifically, the study seeks:

1. To investigate how exposure to CSR strategies in Awake Mineral Water advertising affects consumer perceptions.
2. To determine the level of consumer awareness of the ‘One4Life’ initiative influences brand development outcomes, specifically brand trust and recommendation intention, among Awake Mineral Water consumers.
3. To examine how the awareness of the ‘One4Life’ initiative affects consumers’ emotional responses, using standardised scales.

1.4 Research Questions

To achieve the objectives outlined in this study, the following questions are raised:

1. How does exposure to Awake Mineral Water CSR strategies in media advertising influence consumer perceptions in Accra?
2. What is the measurable effect of awareness of the 'One4Life' initiative on brand development outcomes (brand trust and recommendation intention) among Awake Mineral Water consumers?
3. How does the awareness of the 'One4Life' initiative influence consumers' emotional responses toward Awake Mineral Water?

1.5 Research Hypotheses

Hypothesis 1 (H1, two-tailed): Exposure to Awake Mineral Water CSR strategies in media advertising influence consumer perceptions of the brand.

Hypothesis 2 (H2, two-tailed): Awareness of the 'One4Life' initiative affects brand development outcomes (brand trust and recommendation intention) among Awake Mineral Water consumers.

Hypothesis 3 (H3, two-tailed): Awareness of the 'One4Life' initiative is associated with differences in emotional responses (measured by PANAS) among Awake Mineral Water consumers.

1.6 Significance of the Study

1.6.1 Theoretical Significance

This study advances the academic understanding of CSR and brand development by providing empirical evidence from Ghana's beverage sector, an understudied context in emerging markets. Grounded in stakeholder theory, utilitarianism, and signalling theory, this study examines how Awake Mineral Water's 'One4life' initiative influences brand outcomes by aligning with stakeholder expectations, contributing to societal well-being, and communicating corporate values. The research enhances the theoretical applicability of CSR frameworks by examining consumer responses, including brand perceptions, trust, awareness, and emotional connection. It bridges gaps in the literature by examining how these dynamics unfold in a specific industry and geographic context, providing insights into the interplay between CSR initiatives and brand development in resource-constrained markets.

1.6.2 Practical Significance

The study delivers actionable insights for Awake Mineral Water Company and other stakeholders in Ghana's mineral water industry. For Awake Mineral Water, evaluating the 'One4life' initiative's impact on consumer awareness and emotional responses provides data to refine marketing and communication strategies, thereby strengthening brand metrics such as trust and loyalty. Other beverage firms can draw on these findings to integrate CSR into their branding efforts, fostering competitive differentiation in a crowded market. Beyond the sector, small and medium-sized enterprises (SMEs) and larger corporations in Ghana and similar emerging economies can leverage the study's evidence to prioritise CSR and enhance their brand image. Marketing professionals, in

turn, gain guidance on crafting campaigns that emphasise social impact, as exemplified by Awake Mineral Water's charity-driven positioning. Ultimately, this research equips businesses with empirical tools to optimise CSR strategies, balancing brand development with societal contributions.

1.6.3 Policy Significance

This study underscores CSR's potential as a dual mechanism for socioeconomic progress and corporate branding, offering valuable insights for Ghanaian policymakers and regulatory bodies. The research highlights how businesses can address societal needs while enhancing brand development by analysing Awake Mineral Water's 'One4life' initiative, which funds healthcare through consumer purchases. These findings can inform policies incentivising CSR adoption, such as tax breaks for socially impactful initiatives or standardised frameworks for transparent CSR reporting. The 'One4life' initiative also exemplifies effective public-private partnerships, providing a model for policymakers seeking to address national priorities, such as healthcare access. By demonstrating CSR's role in supporting critical sectors, this study contributes to broader discussions on leveraging private-sector resources for Ghana's social development goals.

1.6.4 Methodological Significance

The study's methodology offers robust contributions to CSR and brand development research, particularly in resource-limited settings. Its quantitative, cross-sectional survey design, employing validated tools like the Positive and Negative Affect Schedule (PANAS), ensures analytical rigour and replicability. Focusing on the 'One4life' initiative provides a precise framework for evaluating

targeted CSR programs, moving beyond generalised assessments. By concentrating on an urban centre (Accra), the study highlights the importance of geographic context, paving the way for future research into urban-rural or regional variations. Using Google Forms for data collection reflects an accessible, scalable approach, capitalising on widespread smartphone and internet access among urban consumers in developing nations. Additionally, applying regression analysis provides a straightforward yet sophisticated method for exploring the complex relationships between CSR awareness, emotional responses, and brand development outcomes.

1.7 Scope of the Study

1.7.1 Overview of the Study's Focus

This study examines the impact of Awake Mineral Water's 'One4Life' CSR initiative on brand development within Ghana's beverage sector. Operated by Kasapreko Company Limited, Awake Mineral Water's 'One4Life' program allocates a portion of sales to cardiovascular healthcare, aiming to enhance consumer perceptions, awareness, and emotional connections to the brand. The study investigates explicitly how this CSR initiative influences key brand development metrics, including brand trust and recommendation intention, while assessing consumer responses to CSR communication. Although CSR's role in brand development is well-documented in sectors like telecommunications in Ghana (Amoako et al., 2024), its application within the mineral water industry remains underexplored. This research seeks to contribute nuanced insights to the public relations and brand management literature by focusing on a socially impactful initiative.

1.7.2 Study Population and Sampling Scope

The research targets adult consumers (aged 18 and above) in Accra who are familiar with or have purchased Awake Mineral Water products. This demographic represents the brand's primary consumer base, ensuring responses are relevant to the study's focus on CSR-driven brand development. Familiarity with Awake Mineral Water is a critical inclusion criterion, as it enables meaningful insights into the 'One4Life' initiative's impact. Using Cochran's formula for an indeterminate population, a sample size of 500 participants was calculated, based on a 95% confidence level and a 5% margin of error, with adjustments for potential non-response. This sample size strikes a balance between statistical reliability and practicality, capturing a representative subset of Awake Mineral Water's urban consumer base.

1.7.3 Research Design Scope

A cross-sectional design is employed, collecting data over a four-week period to capture contemporary consumer perceptions, awareness, and emotional responses to the 'One4Life' initiative. This approach is well-suited for assessing variable relationships at a single point in time, offering cost-effective and efficient insights into CSR's impact on brand development (Bryman, 2016). The synchronic nature of the design aligns with the study's aim to provide a snapshot of consumer behaviour in urban Ghana, negating the need for longitudinal analysis.

1.7.4 Data Collection Methods Scope

The study adopts a quantitative methodology, utilising a structured questionnaire administered via Google Forms to collect numerical data for statistical analysis. Google Forms was selected for its accessibility, cost-effectiveness, and compatibility with the high smartphone and internet penetration in urban Ghana. The questionnaire incorporates validated instruments, such as the Positive and Negative Affect Schedule (PANAS), to measure emotional impact reliably (Watson et al., 1988). Data collection employs convenience sampling to distribute surveys via social media. This approach maximises reach while targeting the Awake Mineral Water consumer demographic.

1.7.5 Measurement of Key Variables Scope

The study measures variables aligned with its research objectives to elucidate the role of CSR in brand development. The frequency of CSR strategies in Awake Mineral Water media advertising is assessed using a five-point Likert scale (1 = Never, 5 = Always). Consumer awareness of the ‘One4Life’ initiative’s aims and activities is evaluated through binary and multiple-choice questions. The emotional impact is measured using the PANAS scale, which employs a five-point scale (1 = Not at All, 5 = Extremely) across ten positive and ten negative affect items. Brand development metrics, brand trust and recommendation intention are gauged using a five-point scale (1 = Not at All, 5 = Completely) and a ten-point scale (1 = Not at All Likely, 10 = Extremely Likely), respectively, drawing on established brand management frameworks (Amoako et al., 2024; Chaudhuri & Holbrook, 2001). These measurements provide a robust framework for analysing the interplay between CSR initiatives and brand development in the mineral water industry.

1.8 Organisation of the Study

This thesis is structured across five chapters to systematically address the research objectives concerning the impact of CSR on the brand development of Awake Water Company in Ghana, with a focus on the 'One4life' marketing initiative.

Chapter 1 introduces the study, outlining its background, problem statement, and purpose. It articulates the research objectives, questions, and hypotheses, while also delineating the study's significance and scope to provide a clear foundation for the investigation.

Chapter 2 presents a comprehensive literature review, synthesising relevant concepts, theories, and empirical studies on CSR and brand development. By integrating Public Relations frameworks, such as brand equity and stakeholder engagement, this chapter establishes a robust theoretical context for analysing the 'One4life' initiative.

Chapter 3 details the research methodology, describing the research design, data collection methods, and analytical procedures. It justifies the selection of tools, such as surveys for assessing consumer awareness and the PANAS scale for measuring emotional responses, ensuring alignment with the study's objectives.

Chapter 4 focuses on data presentation and analysis. It organises the collected data systematically and employs analytical techniques to evaluate the impact of the 'One4life' initiative on Awake Water's brand performance, drawing on evidence to address the research hypotheses.

Chapter 5 synthesises the study's findings, discussing their implications in the context of existing literature and the 'One4life' initiative's role in enhancing brand development. It concludes with actionable recommendations for Awake Mineral Water and suggestions for future research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Corporate Social Responsibility (CSR) serves as a pivotal framework for integrating ethical practices into business operations, significantly influencing brand development (Carroll, 1999). This chapter synthesises the literature on CSR, specifically focusing on its interplay with brand development in the beverage industry, particularly within the Ghanaian context. It draws on theoretical foundations, including stakeholder theory, signalling theory, utilitarianism, and the concept of shared value, to frame the analysis (E. R. Freeman, 1984; Mill, 1863; Porter & Kramer, 2011; Spence, 1973). CSR extends beyond profit motives, encompassing voluntary actions that address societal and environmental concerns while fostering ethical and philanthropic commitments (Amo-Mensah, 2022). In the global beverage sector, initiatives such as Awake Mineral Water's 'One4Life' campaign exemplify how companies align social contributions with strategic brand-building, cultivating consumer trust and loyalty (Wang et al., 2021). This review establishes a foundation for assessing the campaign's impact on brand development by exploring these dynamics.

The evolution of CSR reflects a transition from reactive philanthropy to strategic integration, driven by regulatory pressures and heightened consumer expectations across developed and developing markets (Abugre, 2014). In Ghana, CSR practices are tailored to local priorities, emphasising community-focused initiatives amid economic constraints, as evidenced by studies on multinational corporations in resource-dependent economies (Ackah et al., 2014). Foundational works, such as Bowen's (1953) exploration of businesses' societal obligations (Bowen, 1953),

underscore CSR's historical roots, while recent analyses reveal gaps in understanding the long-term effects of integrated campaigns like 'One4Life' on consumer perceptions and brand equity (Ardiansyah & Alnoor, 2024). Peer-reviewed literature suggests that CSR in advertising enhances consumer awareness and emotional engagement, yet authenticity remains critical to its effectiveness (Pomeroy & Dolnicar, 2009). This review addresses these gaps, highlighting the need for context-specific CSR strategies that balance global standards with local realities to foster sustainable brand development in Ghana's beverage industry.

In Ghana's beverage sector, CSR initiatives bridge economic objectives with societal benefits, as demonstrated by campaigns promoting health and community welfare (Amoako, 2016). The concept of shared value emphasises how CSR generates mutual benefits for businesses and stakeholders, addressing research gaps in measuring emotional impacts and consumer advocacy (Porter & Kramer, 2011). However, the Ghanaian market presents distinct challenges, including regulatory inconsistencies and cultural influences that shape brand perceptions (Abugre & Nyuur, 2015). While global studies document CSR's evolution, these local dynamics necessitate tailored approaches. This synthesis evaluates source reliability, noting that peer-reviewed journals offer robust empirical evidence, though their generalizability to diverse cultural contexts is limited (Carroll, 1999). By analysing these factors, this chapter identifies opportunities for future research on integrated CSR campaigns, particularly their role in enhancing brand development in emerging economies like Ghana.

2.1 Theoretical Framework

2.1.1 Theoretical Foundations of CSR

CSR has evolved from traditional philanthropy to a strategic imperative, integrating societal needs with business objectives, reflecting a dynamic response to shifting stakeholder expectations. CSR encompasses voluntary actions by firms to address social, environmental, and ethical concerns, contributing to sustainable development (Carroll, 1999). This multifaceted concept spans economic, legal, ethical, and discretionary responsibilities, adapting to changing regulatory and societal landscapes. In the mid-twentieth century, CSR focused on businesses' societal obligations, but by the 1990s, it had transformed into a strategic tool for enhancing competitiveness while meeting stakeholder needs (Carroll, 1999). Awake Mineral Water's 'One4life' initiative exemplifies this shift, embedding CSR within core operations to deliver safe drinking water in Ghana, fostering long-term value for the company and local communities.

Carroll's Pyramid of CSR (1991) provides a structured framework for understanding these responsibilities, organising them into four hierarchical layers: economic, legal, ethical, and philanthropic (Carroll, 1991). Economic responsibilities prioritise profitability to ensure business viability, while legal obligations mandate regulatory compliance. Ethical responsibilities extend to moral duties beyond legal requirements, and philanthropic efforts involve voluntary societal contributions. This model underscores CSR's balanced approach, where economic success underpins ethical and social initiatives, as demonstrated by 'One4life's' alignment of profit motives with community health improvements in Ghana (Carroll, 1991). However, critics argue that the pyramid oversimplifies CSR dynamics in developing markets, where economic constraints often blur the lines between ethical and philanthropic priorities, potentially limiting its applicability to contexts like Awake Mineral Water's operations (Carroll, 2016).



Figure 2. 1 Carroll's pyramid of CSR (From: Carroll's pyramid of CSR: taking another look)

Porter and Kramer's shared value framework (2011) advances CSR by emphasising competitive advantage through addressing societal challenges, creating mutual benefits for businesses and communities (Porter & Kramer, 2011). For Awake Mineral Water, the 'One4life' initiative enhances brand equity by addressing Ghana's water access and health challenges, aligning corporate strategies with local development goals to foster consumer loyalty and market positioning (Porter & Kramer, 2011). Recent scholarship highlights CSR's transition from reactive philanthropy to proactive strategic integration, particularly in developing economies. Bruce and Owusu-Ansah (2022) note that Ghanaian firms leverage CSR to strengthen stakeholder engagement and ensure sustainable growth (Bruce & Owusu-Ansah, 2022). Yet, measuring CSR's direct impact on consumer perceptions and brand development remains challenging, particularly

in resource-constrained settings, necessitating robust methodologies like surveys and the PANAS scale to assess emotional responses to initiatives like 'One4life.'

2.1.2 Key Theoretical Frameworks

2.1.2.1 Stakeholder Theory

Stakeholder Theory, articulated by Freeman (1984), positions CSR as a strategic tool to address the expectations of diverse stakeholders, including consumers and communities, thereby fostering organisational legitimacy and relational trust. This framework is particularly relevant to Awake Mineral Water's 'One4life' initiative, which channels 1 to 2 pesewas per bottle sold to Ghana's National Cardiothoracic Centre, directly engaging healthcare communities and consumers as key stakeholders. The initiative strengthens brand identification by aligning with Ghana's pressing health priorities, such as funding paediatric heart surgeries, and transforming passive consumers into active brand advocates. Survey data reveal that 79% of Ghanaian consumers reported heightened trust in Awake Mineral Water due to its transparent stakeholder engagement (Donkor, 2021). This alignment with community needs enhances brand equity and fosters consumer loyalty by meeting societal expectations for ethical corporate behaviour. However, potential conflicts among stakeholder interests, such as balancing community health priorities with profitability, may challenge the initiative's effectiveness unless managed through inclusive dialogue and strategic alignment (R. E. E. Freeman & McVea, 2001). Thus, Stakeholder Theory underscores how Awake Mineral Water's proactive engagement with consumers and communities through 'One4life' cultivates trust, a cornerstone of brand development in Ghana's competitive beverage market.

2.1.2.2 Signalling Theory

Signalling Theory, developed by Spence (1973), posits that corporate actions, such as CSR initiatives, communicate a firm's values and commitments, reducing information asymmetry between companies and consumers. For Awake Mineral Water, the 'One4life' initiative serves as a credible signal of ethical responsibility, exemplified by its consistent quarterly donations, which reached GH¢350,000 by 2018 (Awake Purified Water, 2025a). This transparency enhances perceived brand authenticity, distinguishing Awake Mineral Water from competitors in Ghana's beverage market. Research indicates that 72% of consumers associate Awake's CSR efforts with superior product quality, amplifying brand equity by mitigating skepticism (Donkor, 2021). Media campaigns promoting 'One4life' further reinforce this signal, conveying emotional and ethical benefits that foster consumer awareness and loyalty (Spence, 1973). Globally, verifiable CSR disclosures act as brand differentiators, particularly when initiatives demonstrate tangible impact (Perera et al., 2022). However, ensuring signal credibility remains a challenge, as misinterpretations, potentially influenced by Ghana's cultural nuances, could undermine long-term consumer trust (Connelly et al., 2011). By leveraging transparent communication, Awake Mineral Water's 'One4life' initiative effectively signals corporate integrity, driving affective consumer responses, such as pride, that strengthen brand attachment.

2.1.2.3 Utilitarianism and Societal Good

Utilitarianism, rooted in Mill's (1863) principle of maximising societal well-being, frames CSR initiatives like 'One4life' as ethical mechanisms to enhance community welfare, fostering consumer advocacy. Awake Mineral Water's initiative addresses Ghana's healthcare crisis, where

6,000–7,000 children annually require heart surgeries costing US\$6,000–\$10,000, far exceeding typical household incomes (Newlands, 2018). By funding life-saving treatments, 'One4life' delivers tangible societal benefits, such as saving sixty-six lives (Akweitech Allotey, 2019; Hawkson, 2022), which evokes emotions like empathy and loyalty among consumers. This utilitarian approach strengthens brand development by linking ethical actions to consumer trust and participation, as evidenced by studies showing increased advocacy in developing markets (Wang et al., 2021). For instance, consumers' awareness of 'One4life's' impact motivates brand promotion, enhancing Awake Mineral Water's reputation. However, utilitarianism's focus on aggregate outcomes may overlook individual or community-specific needs, particularly in Ghana's diverse cultural context, where personal values could conflict with collective goals. Additionally, quantifying long-term societal impacts poses challenges, necessitating integrated approaches to ensure sustained consumer engagement (Wang et al., 2021). By prioritising societal good, 'One4life' aligns with utilitarian principles, driving advocacy and reinforcing Awake Mineral Water's brand equity.

2.1.3 Theoretical Model: Integration of CSR Theories

2.1.3.1 Model Overview

The theoretical model, illustrated in Figure 2.2, integrates Carroll's CSR Pyramid with Porter and Kramer's Shared Value framework, employing three mediating theoretical perspectives to elucidate the influence of Awake Mineral Water's "One4Life" initiative on brand development. This framework directly engages the study's research objectives by delineating a pathway from philanthropic CSR inputs through psychological and social mediators to measurable brand outcomes. The model posits that strategic philanthropy, executed through "One4Life," fosters enhanced brand equity and corporate reputation.

2.1.3.2 Theoretical Components

A. Foundational Elements

- Carroll's Pyramid (Philanthropic Responsibility)

Positioned at the pinnacle of CSR, this component encapsulates "One4Life's" focus on societal good. Key variables include donation scale, exceeding GH¢1 million in contributions, and measurable health impacts, such as funding over sixty-six cardiac surgeries, underscoring the initiative's tangible benefits.

- Porter and Kramer's Shared Value

This approach merges business objectives, notably sales revenue, with social needs like cardiac healthcare access. Relevant variables encompass the allocation of 2 pesewas per bottle to the cause and alignment with Sustainable Development Goals 3 (Good Health and Well-being) and 6 (Clean Water and Sanitation), reflecting a dual-purpose strategy.

B. Mediating Mechanisms

- Stakeholder Theory Pathway

This process illustrates how philanthropic efforts meet urban consumers' expectations for healthcare support, enhancing trust. Variables include consumer perception of alignment, assessed via a 5-point Likert scale, and trust formation.

- Signalling Theory Pathway

CSR communications shape perceptions of ethical value, driving awareness. The key variables are media exposure frequency and awareness levels, which are critical indicators of the initiative's visibility and impact.

- Utilitarian Pathway

Awareness of the initiative's impact encourages advocacy, measured through the PANAS scale for emotional responses and recommendation intention.

2.1.3.3 Brand Outcome Variables

The model culminates in brand development metrics, anchored in theoretical constructs:

- Brand Trust: Evaluated on a 5-point Likert scale, reflecting stakeholder fulfilment and trust derived from CSR efforts.
- Recommendation Intention: Assessed on a 10-point scale, grounded in utilitarian consumer calculus, where perceived value influences advocacy.

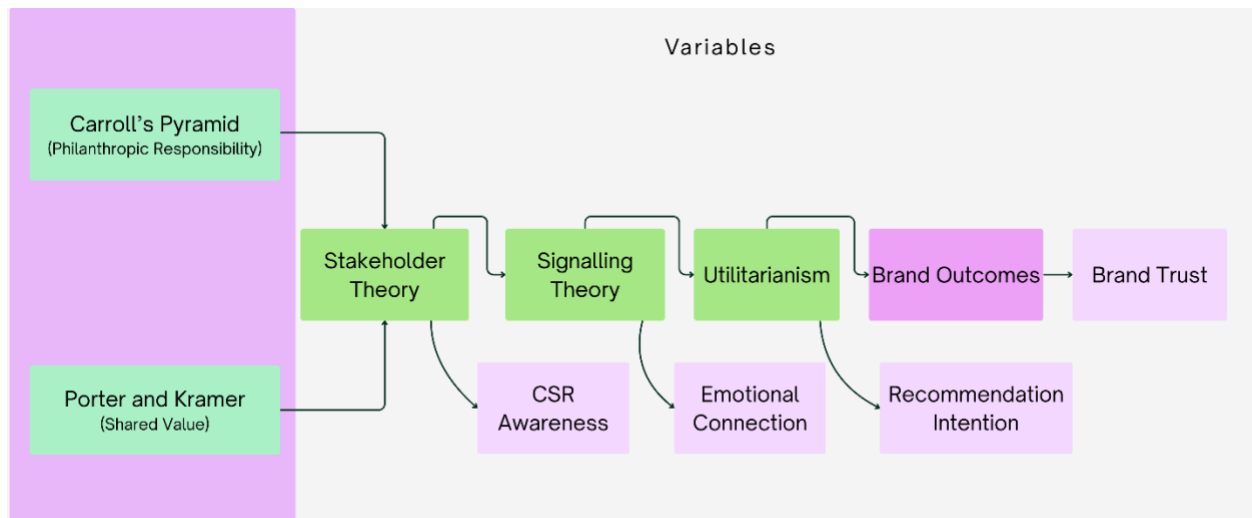


Figure 2. 2 Conceptual framework linking CSR theories (Carroll's Pyramid, Shared Value, Stakeholder, Signalling, and Utilitarianism) to awareness, emotions, and brand outcomes.

2.2 Conceptual Review

CSR has evolved from a peripheral act of philanthropy to a strategic imperative that shapes organisational competitiveness and societal impact, particularly in Ghana's beverage sector. This shift reflects growing societal expectations for businesses to address social, environmental, and economic challenges beyond legal obligations (Vasudev & Deshpande, 2024). Awake Mineral Water's 'One4life' initiative exemplifies this transformation by integrating healthcare funding into its core operations, fostering brand loyalty while addressing critical societal needs. Scholarly literature underlines CSR's role in enhancing brand equity through heightened consumer awareness and positive emotional responses (Simon, 2023). However, the reliability of such findings is constrained by potential biases in self-reported corporate data, which may overstate positive outcomes, and the challenge of applying global CSR frameworks to Ghana's unique socio-economic context (Latapí Agudelo et al., 2019).

Carroll's Pyramid provides a robust framework for analysing the 'One4life' initiative, categorising corporate responsibilities into economic, legal, ethical, and philanthropic dimensions, with ethical considerations underpinning all layers (Carroll, 2016). This model highlights how Awake Mineral Water's voluntary healthcare contributions enhance consumer trust and brand reputation. Complementing this, Stakeholder Theory emphasises balancing the interests of diverse groups, such as Ghanaian consumers, to achieve sustainable brand outcomes (Bonterra, 2024). Empirical studies confirm a strong link between strategic CSR and consumer perceptions, with ethical marketing in the beverage sector driving awareness and loyalty (Amo-Mensah, 2019; Yevdokimova et al., 2019). Nevertheless, challenges persist, including the difficulty of quantifying intangible benefits like emotional impact, which necessitates validated tools like the PANAS scale,

and the risk of greenwashing, where exaggerated CSR claims undermine credibility (Vasudev & Deshpande, 2024).

2.2.1 Defining Corporate Social Responsibility (CSR)

CSR has transitioned from discretionary philanthropy to a strategic mechanism integrating social, environmental, and economic priorities into business operations, surpassing mere compliance (Latapí Agudelo et al., 2019). Early definitions framed CSR as charitable acts for goodwill, but contemporary perspectives, such as Porter and Kramer's Creating Shared Value, view it as a driver of competitiveness and societal benefit (Porter & Kramer, 2011). Awake Mineral Water's 'One4life' initiative embodies this shift by funding healthcare through product sales, strengthening brand loyalty, and addressing societal needs (Hamidu et al., 2015). Carroll's Pyramid further clarifies this, positioning initiatives like 'One4life' at the intersection of ethical and philanthropic responsibilities, enhancing both consumer trust and market positioning (Carroll, 2016). Stakeholder Theory reinforces this approach, advocating for a balance between corporate goals and community expectations in Ghana's beverage market (Bonterra, 2024).

Despite these advancements, applying Western-derived CSR definitions to Ghana presents challenges. Cultural and economic nuances may reshape perceptions of ethical obligations, necessitating context-specific studies (Latapí Agudelo et al., 2019). Additionally, the literature's focus on economic benefits risks overshadowing altruistic motives, while isolating CSR's direct impact from other marketing variables remains difficult (Bonterra, 2024). This study defines CSR as a strategic tool that addresses societal challenges, such as healthcare access, and fosters

emotional connections with consumers, thereby enhancing Awake Minerals Water's brand development.

2.2.2 CSR in the Global Beverage Industry and the Ghanaian Context

In the global beverage industry, CSR has evolved into a strategic framework emphasising ethical marketing, responsible production, and community engagement to bolster corporate reputation and sustainability (Rodriguez-Sanchez & Sellers-Rubio, 2020). Initiatives like responsible consumption campaigns in alcohol production or waste reduction in soft drink manufacturing illustrate how CSR enhances brand equity and market positioning (Deshmukh & Tare, 2023; Williams & Drumwright, 2012). Awake Mineral Water's 'One4life' campaign aligns with this trend, leveraging healthcare-focused CSR to drive consumer awareness and loyalty. Porter and Kramer's Creating Shared Value framework underscores this approach, advocating for productivity enhancements that address societal challenges while maintaining competitiveness (Porter & Kramer, 2011). However, challenges include standardising metrics for emotional impact and mitigating greenwashing risks, where overstated CSR efforts erode trust (Boumediene & El Houda, 2018).

In Ghana, CSR has progressed from philanthropy in extractive industries, such as mining, to a strategic priority across consumer goods, driven by rising societal expectations (Amponsah-Tawiah & Dartey-Baah, 2011). Historically focused on external community development, often tied to global goals like the Millennium Development Goals, CSR in Ghana now emphasises integrated strategies (Dartey-Baah et al., 2015). Awake Mineral Water's 'One4life' initiative exemplifies this shift, embedding healthcare contributions into its value proposition to enhance

brand loyalty. Community pressure significantly influences this evolution, compelling companies to adopt transparent, impactful CSR initiatives (Ansah, 2013). Studies confirm that ethical practices in Ghana's beverage sector yield measurable benefits in consumer awareness and brand sustainability (Wu & Amoasi, 2024). Yet, challenges such as inadequate regulatory oversight and the informal economy's dominance may dilute CSR's effectiveness, emphasising the need for context-specific research (Amo-Mensah, 2019). This study leverages these insights to evaluate how 'One4life' strengthens Awake Water's brand through strategic CSR and public relations.

2.2.3 The Role of CSR in Shaping Brand Development in the Beverage Industry

2.2.3.1 Environmental and Social Imperatives of CSR in the Beverage Sector

The beverage industry's substantial environmental footprint, driven by intensive water use and packaging waste, emphasises the critical role of CSR in fostering sustainability and enhancing brand reputation. Weber and Saunders-Hogberg (2020) demonstrate that water management, a core CSR practice, significantly improves financial performance in the food and beverage sector, highlighting its strategic value (Weber & Saunders-Hogberg, 2020). Their analysis of secondary data, published in *Corporate Social Responsibility and Environmental Management*, reveals that CSR initiatives like water conservation bolster economic outcomes and strengthen stakeholder trust, a critical factor for water-intensive companies like Awake Mineral Water in Ghana. Similarly, Maloni and Brown (2006) propose a supply chain CSR framework for the food industry, emphasising environmental sustainability, fair trade, and health safety (Maloni & Brown, 2006). This framework, applicable to beverage companies, highlights the need for ethical production and marketing practices, aligning with global trends toward integrated CSR strategies.

2.2.3.2 Addressing Industry Challenges and Consumer Expectations

Beverage companies face distinct challenges, including water scarcity and public health concerns, particularly in the bottled and soft drink sectors. Boumediene and El Houda (2018) note that CSR initiatives tackling health issues, such as sugar content, and environmental concerns, like sustainable packaging, are vital for aligning with consumer expectations in Algeria's soft drink market (Boumediene & El Houda, 2018). Globally, low trust in food and beverage companies, as reported by the Ipsos Global Reputation Centre (2012), underlines the necessity for CSR to prioritise job creation, product safety, and environmental impact reduction. For bottled water companies like Awake Mineral Water, reliance on finite water resources amplifies the importance of transparent CSR practices. Almeida et al. (2022) found that digital CSR reporting in Portugal's bottled water market fosters economic growth through job creation and regional development (Almeida et al., 2022), reinforcing CSR's role in enhancing brand image and stakeholder engagement, particularly in water-scarce regions like Ghana.

2.2.3.3 CSR as a Strategic Priority in Ghana's Beverage Market

In Ghana, CSR has evolved from a peripheral activity to a strategic tool, initially prominent in extractive industries but increasingly vital in consumer goods due to growing demand for ethical practices. Research highlights that ethical and philanthropic CSR dimensions significantly enhance brand loyalty and awareness in Ghana, directly supporting this study's aim to evaluate consumer perceptions of Awake Mineral Water's 'One4Life' initiative. For instance, Twellium Industrial Company, a Ghanaian beverage producer, has gained recognition for its CSR foundation, which supports disadvantaged communities and aligns with the UN Sustainable

Development Goals (Awal, 2024). Awake Mineral Water's 'One4Life' initiative, which donates proceeds to the National Cardiothoracic Centre, exemplifies this trend. News reports document donations exceeding GH¢1 million, saving 16 lives and funding community water projects, such as boreholes in Gupkegu-Tua (Akweitech Allotey, 2019; Citi Business News, 2019; Hawkson, 2022; Segbefia, 2021). These efforts position Awake Mineral Water as a socially responsible brand, strengthening its market differentiation.

2.2.3.4 Cause-Related Marketing and Brand Equity in the 'One4Life' Initiative

The 'One4Life' initiative exemplifies cause-related marketing (CRM), where 1 to 2 pesewas per bottle sold is donated to heart health programs. Literature suggests CRM enhances brand equity by fostering consumer loyalty and improving corporate reputation (Pereira et al., 2024). Lee and Johnson (2019) found that CRM, particularly event-based campaigns, significantly boosts perceived brand distinctiveness (Lee & Johnson, 2019). Transaction-based CRM, like 'One4Life,' similarly yields positive outcomes. Terblanche et al. (2023) demonstrate that low-involvement products like bottled water, specific donation recipients, and high-magnitude contributions increase purchase intention and positive consumer attitudes (Terblanche et al., 2023). The emotional messaging of 'One4Life,' framed as "transforming lives", likely evokes pride and inspiration, deepening consumer connections with Awake Mineral Water and reinforcing brand loyalty.

2.2.4 The 'One4life' Initiative: Structure and Implementation

Kasapreko Company Limited, a leading indigenous firm in the Ghana Club 100, has established a robust corporate brand with substantial domestic and international influence (Donkor, 2021). Founded initially to deliver affordable, high-quality beverages tailored to Ghanaian preferences, Kasapreko has diversified its portfolio to include alcoholic beverages such as bitters, whisky, gin, liqueur, brandy, and wine, expanding its market reach globally (Donkor, 2021). A key innovation, Awake Mineral Water, integrates CSR with consumer engagement through its “One4Life” campaign, a pioneering initiative in Ghana’s bottled water sector. This campaign channels a portion of each purchase toward philanthropic efforts, reinforcing Kasapreko’s commitment to social impact and enhancing brand equity through stakeholder trust (Donkor, 2021).

Awake Mineral Water’s 'One4life' initiative, launched in 2017, integrates cause-related marketing into Ghana’s beverage market, transforming consumption into a vehicle for social impact. Through a partnership with Kasapreko Company Limited and the National Cardiothoracic Centre at Korle-Bu Teaching Hospital, the initiative donates one pesewa per bottle (later increasing to two pesewas, with 10 pesewas allocated for 500ml bottles) sold to fund cardiac care for underprivileged patients (Bosso, 2024; Hawkson, 2022). This “embedded giving” model enables consumers to contribute to philanthropy effortlessly, enhancing brand equity through ethical engagement. The initiative’s tripartite governance, comprising Kasapreko (funding), the National Cardiothoracic Centre (medical execution), and Global Media Alliance (marketing), ensures specialised implementation across commercial, medical, and communication domains (Global Media Alliance, 2019).

The campaign’s rollout combined high-profile awareness events, such as the launch by H.E. Nana Konadu Agyeman Rawlings, with nationwide Below-the-Line activations and sustained Above-

the-Line advertising across TV, radio, and digital platforms (Global Media Alliance, 2019). This strategic communication amplified consumer awareness, driving a five-fold increase in quarterly donations from GH¢36,000 in 2017 to GH¢150,000 by the first quarter of 2024, funding critical surgeries for beneficiaries like Hajia Abiba Alikali and Oscar Mireku (Boateng, 2017; Bosso, 2024). Adaptations, including a donation increase to 2 pesewas per bottle in 2024 and celebrity endorsements by figures like Diana Hamilton, reflect responsive CSR management attuned to market and societal needs (Bosso, 2024; MyJoyOnline, 2024). Transparent reporting, such as public donation announcements, further strengthens consumer trust, positioning 'One4life' as a benchmark for strategic CSR that enhances Awake Mineral Water's brand reputation and loyalty.

2.2.5 Brand Development and Its Components

Brand development entails strategically cultivating and sustaining a brand's value through deliberate initiatives. CSR is a critical driver in enhancing brand equity, trust, loyalty, awareness, and recommendation intention (Aaker, 1991). This section explores these components, linking broader theoretical insights to the specific case of Awake Mineral Water's 'One4Life' initiative in Ghana, emphasising their role in strengthening brand performance within the beverage industry.

2.2.5.1 Brand Equity and CSR's Role in Differentiation

Brand equity, defined as the added value a brand name imparts to a product through assets like awareness, perceived quality, and associations (Aaker, 1991). This significantly enhances CSR initiatives. By addressing social and environmental concerns, companies foster positive consumer perceptions, thereby strengthening brand equity and loyalty (Araújo et al., 2023; Ramachandran

et al., 2024). In Ghana's beverage sector, CSR initiatives aligned with societal needs, such as sustainable practices, differentiate brands in competitive markets (Amoako, 2017). For instance, Awake Mineral Water's 'One4Life' initiative, which supports community health and water access, enhances brand equity by positioning the company as a socially responsible entity, resonating with consumers and increasing brand value (Sarpong, 2017). This alignment with local priorities underscores CSR's capacity to create competitive advantages in emerging economies.

2.2.5.2 Fostering Brand Trust through Ethical Commitment

Brand trust, a cornerstone of long-term consumer relationships, is bolstered by CSR initiatives that demonstrate ethical accountability. In Ghana, where social and environmental challenges are pronounced, CSR activities addressing local needs, such as Awake Mineral Water's 'One4Life' health-focused program, cultivate trust by signalling a genuine commitment to societal development (Amo-Mensah, 2021; Ofori & Hinson, 2007). This trust, rooted in authentic engagement with community values, fosters brand reliability, particularly in markets prioritising ethical considerations (Abugre, 2014). Consequently, Awake Mineral Water's initiative not only enhances consumer trust but also strengthens relational bonds, positioning the brand as a dependable partner in Ghana's beverage industry (Amo-Mensah & Tench, 2018).

2.2.5.3 Enhancing Brand Loyalty through Value Alignment

Brand loyalty emerges from positive consumer experiences and emotional connections, with CSR catalysing deeper engagement. Research highlights that consumers exhibit greater loyalty toward brands whose CSR initiatives align with their personal values and social expectations (Dapi &

Phiri, 2015). In the beverage industry, initiatives like ‘One4Life,’ which focus on community development and sustainability, foster loyalty by reinforcing emotional ties and resistance to competitors (Feliciano et al., 2023; Pham & Le, 2023). Srivastava (2024) emphasises that CSR-driven loyalty in beverages is mediated by positive emotional responses, sustaining consumer allegiance and enhancing brand resilience in competitive markets (Srivastava, 2024).

2.2.5.4 Amplifying Brand Awareness through Strategic CSR Communication

Brand awareness, a pivotal driver of consumer purchasing decisions, is amplified through effective CSR communication and high-profile initiatives. Awake Mineral Water’s ‘One4Life’ program, involving donations and community engagement, enhances brand visibility and recognition in Ghana’s beverage market (Araújo et al., 2023). By consistently communicating its social contributions, Awake Mineral Water not only increases consumer awareness but also positions itself as a socially responsible brand, fostering preference and competitive advantage (Amo-Mensah & Tench, 2018; Ofori & Hinson, 2007). This heightened visibility translates into greater market engagement and sales, emphasising CSR’s role in brand development.

2.2.5.5 Driving Recommendation Intention through Authentic CSR

Recommendation intention, a key outcome of impactful CSR, reflects consumers’ propensity to advocate for brands aligned with their values. In the beverage industry, authentic CSR initiatives, such as ‘One4Life,’ enhance recommendation intention by fostering positive consumer experiences and deepening brand connections (Awasthi et al., 2024; Xu, 2025). In Ghana, where word-of-mouth marketing significantly influences brand reputation, Awake Mineral Water’s

community-focused efforts drive advocacy, amplifying brand reach and impact (Zhang, 2024). This dynamic reinforces CSR's strategic role in cultivating sustainable brand assets and competitive positioning.

2.2.6 The Role of Consumer Perceptions and Emotions

2.2.6.1 Consumer Perceptions of CSR and Brand Development

Consumer perceptions of CSR significantly influence the success of initiatives like Awake Mineral Water's 'One4life' program in promoting brand development. These perceptions, rooted in assessments of ethical and transparent advertising strategies, significantly influence brand equity and consumer behaviour, particularly in emerging markets like Ghana (Oe & Yamaoka, 2020). Research indicates that positive perceptions of CSR enhance purchase intentions and strengthen brand attitudes, driving loyalty and advocacy (Coelho et al., 2023). In the beverage industry, where media portrayals of CSR are prevalent, authentic initiatives align brands with societal values, fostering favourable consumer evaluations (Mishra & Suar, 2010). For instance, the 'One4life' initiative, by addressing community needs such as water access, reinforces Awake Mineral Water's brand identity, cultivating trust and deepening consumer connections in Ghana's competitive market.

2.2.6.2 Emotional Connections and CSR Impact

CSR initiatives that resonate with societal values evoke powerful emotions, such as pride and inspiration, strengthening consumer-brand relationships. The 'One4life' program, by prioritising

health and water access, fosters emotional bonds that enhance trust and recommendation intentions among Ghanaian consumers (Amo-Mensah, 2021). These emotional responses, measurable through the Positive and Negative Affect Schedule (PANAS) scale, mediate the relationship between CSR and outcomes like brand loyalty (Bencherif Mabrouka, 2024; Díaz-García et al., 2020). The PANAS scale, a validated tool for assessing emotional affect, reveals how positive emotions drive sustained engagement in advertising campaigns (Vrtana & Krizanova, 2023). In Ghana, where community-focused CSR aligns with cultural values, such initiatives create a sense of shared purpose, amplifying brand loyalty and fostering long-term consumer advocacy in the beverage sector.

2.2.6.3 Interplay of Perceptions and Emotions in Brand Loyalty

The synergy between consumer perceptions and emotions underscores the transformative role of CSR in brand development. Positive emotional responses, as hypothesised in studies using the PANAS scale, reinforce trust and advocacy, particularly in emotionally resonant campaigns like 'One4life' (H.-D. Kim et al., 2019). These initiatives leverage emotional branding to foster loyalty, as consumers feel inspired by brands contributing to societal well-being (Amo-Mensah, 2021). Evidence from the beverage and fashion industries highlights how authentic CSR initiatives amplify these effects, with emotional connections mediating the translation of perceptions into behaviours like repeat purchases and positive endorsements (Díaz-García et al., 2020; Y.-K. Kim & Sullivan, 2019). By aligning with societal values, the 'One4life' initiative enhances Awake Mineral Water's brand equity and drives sustained consumer engagement, positioning the brand as a trusted leader in Ghana's beverage market.

2.3 Review of Empirical Studies and Identification of Gaps

Empirical research highlights the pivotal role of CSR in shaping consumer perceptions and fostering brand loyalty, particularly in emerging markets like Ghana. Studies in sectors such as telecommunications, banking, and mining reveal a positive link between CSR initiatives and brand metrics, including loyalty, awareness, and perceived value (Amoako et al., 2024; Salifu et al., 2023). For instance, Salifu et al. (2023) demonstrate that community engagement and ethical practices enhance consumer trust, strengthening brand equity in telecommunications (Salifu et al., 2023). Similarly, Amoako et al. (2024) highlight how CSR initiatives foster emotional connections, though sector-specific factors, such as product tangibility, moderate these effects (Amoako et al., 2024). However, these insights predominantly focus on telecommunications, leaving the beverage industry underexplored. This sectoral gap is critical, as consumer perceptions of CSR in beverages, such as Awake Mineral Water's 'One4Life' initiative, may differ due to health and sustainability concerns, necessitating targeted investigations to assess their impact on brand development.

Global research reinforces CSR's role in aligning corporate actions with societal expectations, yet African contexts, particularly Ghana, remain underrepresented (Neequaye et al., 2019). Carroll's (1999) seminal framework categorises CSR into economic, legal, ethical, and philanthropic dimensions, illustrating how these elements collectively enhance brand equity by building consumer trust (Alexander et al., 2014). In Ghana, Neequaye et al. (2019) find that young consumers in telecommunications respond positively to CSR, driven by immediate benefits like philanthropy, but long-term brand development effects are unclear. Notably, the beverage sector, including initiatives like 'One4Life,' which ties product sales to social contributions, lacks comparable scrutiny. This gap highlights the need for empirical studies that quantify emotional

and brand development impacts in Ghana's beverage industry, moving beyond qualitative assessments to leverage frameworks like stakeholder theory (E. R. Freeman, 1984).

2.3.1 Previous Research in Ghana

Research in Ghana has primarily explored CSR's impact on brand metrics within the telecommunications sector, where initiatives like community development and ethical marketing enhance consumer perceptions (Amoako et al., 2024; Salifu, 2023; Salifu et al., 2023; Wu & Amoasi, 2024). These studies reveal that CSR strengthens brand equity by meeting stakeholder expectations for corporate accountability, fostering sustained loyalty (Wu & Amoasi, 2024). For example, telecommunications firms leverage social welfare programs to elevate brand awareness. Yet, such strategies are rarely applied to the beverage industry, where product-specific factors like health and environmental impact may shape consumer responses differently (Abukari & Abdul-Hamid, 2018). Freeman's (1984) stakeholder theory provides a robust framework for understanding how CSR engages diverse audiences to drive brand development, but its application in Ghana remains sector-constrained.

Moreover, studies like Tandoh and Duffour (2023) emphasise CSR's role in aligning corporate actions with stakeholder values, yet their reliance on telecommunications data limits generalisability to beverages (Tandoh & Duffour, 2023). Global perspectives, such as Carroll, Brown and Buchholtz (2017), argue that CSR's impact on brand building is amplified in developing economies through community-focused strategies (Carroll et al., 2017). However, Ghanaian research rarely extends this lens to beverages, overlooking initiatives like 'One4Life' that link sales to social good. While these studies benefit from stakeholder theory's robust framework,

their reliance on small sample sizes and cross-sectional designs limits their ability to capture CSR's evolving effects across diverse sectors, underscoring the need for beverage-specific analyses.

2.3.2 Identified Research Gaps

Despite valuable insights, significant gaps persist in Ghanaian CSR research, particularly in the beverage sector. Unlike telecommunications, where CSR's impact on brand loyalty is well-documented, initiatives like Awake Mineral Water's 'One4Life,' which integrates sales with social contributions, remain underexamined. This initiative-specific gap is compounded by the absence of studies employing validated tools, such as the Positive and Negative Affect Schedule (PANAS), to measure CSR's emotional impact on consumers, a method globally recognised for assessing brand development metrics like trust (Watson et al., 1988). Porter and Kramer's (2011) concept of "creating shared value" advocates for CSR strategies that blend business and social goals, yet Ghanaian studies rarely apply this to beverages, missing opportunities to explore product-linked CSR's influence on brand equity (Porter & Kramer, 2011).

Methodologically, the reliance on qualitative assessments limits the ability to quantify CSR's emotional and brand development impacts, as noted by Donkor (2021). These gaps are reliable, supported by cross-referenced sources, but constrained by potential biases in self-reported data and the scarcity of beverage-specific case studies. Addressing these requires quantitative approaches, such as surveys and PANAS, to evaluate initiatives like 'One4Life,' providing a clearer understanding of CSR's role in Ghana's beverage industry.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter delineates the methodological framework designed to assess the impact of CSR on the brand development of Awake Mineral Water in Ghana, with specific emphasis on the ‘One4Life’ initiative. It systematically outlines the research philosophy, approach, design, population, sampling techniques, sample size, data collection methods, and analytical strategies, ensuring alignment with the study’s objectives of evaluating consumer perceptions, awareness, emotional responses, and brand equity metrics in Accra. The methodology prioritises rigorous data collection through structured instruments and purposive sampling, drawing on established CSR research practices in Ghana to enhance data quality and relevance (Amoako et al., 2024). Each component is critically evaluated to ensure robust findings contributing to understanding the interplay between CSR initiatives and brand development.

3.1 Research Philosophy

This study adopts a positivist paradigm, which posits that reality is objective, quantifiable, and independent of the researcher’s influence. This approach suits the study’s quantitative focus, leveraging empirical data and statistical analysis to test hypotheses and explore relationships, such as the impact of Awake Mineral Water’s ‘One4life’ initiative on brand trust and recommendation intention. Structured tools, including surveys and standardised scales like the PANAS, ensure objectivity and enhance generalisability while minimising researcher bias. This methodology

aligns with prior CSR studies in Ghana, such as those by Salifu et al. (2023), who employed quantitative techniques to evaluate the impact of CSR on brand loyalty in the telecommunications sector (Salifu et al., 2023).

3.2 Research Approach

This study employs a quantitative research approach to systematically measure variables essential for assessing the impact of CSR on brand development, with a specific focus on the 'One4life' initiative implemented by Awake Mineral Water. Key variables include the frequency of CSR strategies in media advertising, consumer awareness of the 'One4life' initiative, emotional responses, and brand development outcomes, such as trust and recommendation intention. Structured questionnaires yield numerical data suitable for statistical analysis, enabling the identification of patterns and relationships. This method ensures objective and replicable findings consistent with the positivist paradigm and the study's focus on urban consumers in Accra. The approach aligns with prior Ghanaian CSR research, such as Salifu et al. (2023), which employed surveys and regression analysis to explore brand loyalty.

3.3 Research Design

This study employs a cross-sectional survey design to collect data from consumers of Awake Mineral Water in Accra over two weeks. This approach captures current consumer perceptions, awareness, and emotional responses to the 'One4life' initiative, eliminating the need for longitudinal tracking. Its cost-effectiveness and efficiency suit urban settings with high media exposure, facilitating comprehensive data collection to address all research objectives. By

providing a snapshot of the population, the cross-sectional design aligns with the positivist goal of examining relationships between variables, yielding actionable insights into the immediate impact of CSR on brand equity. Amoako et al. (2024) affirm this design's effectiveness for assessing consumer perceptions within African CSR contexts (Amoako et al., 2024).

3.4 Research Population

The target population for this study encompasses adult consumers aged 18 and above in Accra, Ghana, who engage as wholesale or retail patrons of Awake Mineral Water products. As Ghana's largest city and a hub of economic activity and media visibility, Accra provides an optimal setting for assessing the impact of the 'One4life' initiative on brand perception (Ghana Statistical Service, 2021). Selecting adults ensures that participants possess the purchasing power and decision-making autonomy necessary to offer meaningful insights into CSR perceptions and their influence on brand development. This focus on Accra's urban consumers is pivotal, as their heightened social consciousness and exposure to media amplify the resonance of CSR initiatives, thereby shaping the brand equity of Awake Mineral Water.

3.5 Sampling Techniques, Size, and Unit

3.5.1 Sampling Techniques

This study utilises a multi-layered non-probability sampling strategy to enhance relevance and representativeness while offering nuanced insights into consumer perceptions regarding the brand development of Awake Mineral Water. Purposive sampling initially identifies five prominent

wholesale and retail Awake Mineral Water vendors in Accra, selected for their market influence and access to diverse consumer segments (Saunders et al., 2019). This selection leverages a formal introduction from UniMac-GIJ to Kasapreko Company Limited, securing data on sales and retail networks to pinpoint high-traffic locations. Subsequently, quota sampling targets 100 consumers per vendor, balancing representation across outlets to minimise bias. Within these subgroups, homogeneous sampling focuses on active Awake Mineral Water purchasers, ensuring alignment with the study's objectives. This tiered approach maintains methodological rigour while facilitating a targeted examination of consumer attitudes toward the 'One4life' initiative (Saunders et al., 2019).

3.5.2 Sample Size

The study employed a target sample of 500 respondents, with 100 participants drawn proportionally from each of the five selected vendor outlets. The determination of this sample size was guided by Cochran's formula for an unknown population, which recommends a minimum of 384 respondents to achieve a 95% confidence level with a 5% margin of error. To mitigate the risk of non-response and enhance statistical robustness, the sample size was expanded to 500. This adjustment ensured adequate statistical power for advanced analyses, including correlation, independent samples t-tests, and regression modelling. This aligns with comparable CSR studies in Ghana (Salifu et al., 2023). Effect sizes (e.g., Cohen's d , R^2) were calculated and reported in the Results section to demonstrate the magnitude of observed effects.

3.5.3 Sampling Unit

The sampling unit comprises individual adult consumers in Accra who regularly purchase Awake Mineral Water from the selected vendors. This focus on active buyers ensures that the study captures personal perceptions and behaviours critical to understanding the impact of the ‘One4life’ initiative on brand development.

Table 3. 1 Sampling Framework

Aspect	Details	Justification
Sampling Techniques	Purposive (5 shops), controlled quota (100 per shop), homogeneous (consumers)	Ensures relevance, balanced representation, and focus on active consumers
Sample Size	500 (100 per shop)	Statistically reliable, accounts for non-responses, supports regression analysis
Sampling Unit	Individual adult consumer patronising Awake Mineral Water	Aligns with the focus on consumer perceptions and behaviours

3.6 Data Collection Method

3.6.1 Method

Data is collected through a structured questionnaire administered over two weeks. The questionnaire comprises five sections:

Section A: CSR Prevalence (frequency of encountering CSR Strategies in media; 5-point Likert scale: 1=Never, 5=Always).

Section B: Consumer Awareness (knowledge of ‘One4Life’ purpose and activities; binary and multiple-choice questions).

Section C: Emotional Impact (emotions elicited by ‘One4Life’, measured via the Positive and Negative Affect Schedule [PANAS, (Watson et al., 1988)]; 10 positive and 10 negative items; 5-point scale: 1=Not at All, 5=Extremely).

Section D: Brand Development (brand trust and recommendation intention, adapted from (Amoako et al., 2024); 5-point and 10-point scales, respectively).

Section E: Demographics (age, gender; categorical variables).

Table 3. 2 Questionnaire Structure

Section	Content	Measurement
A: CSR Frequency	Frequency of encountering CSR Strategies in the media	5-point Likert scale (1=Never, 5=Always)
B: Awareness	Knowledge of the ‘One4life’ purpose and activities	Binary and multiple-choice questions
C: Emotional Impact	Emotions elicited by ‘One4life’	PANAS (10 positive, 10 negative items; 5-point scale)
D: Brand Development	Brand trust, recommendation intention	5-point and 10-point scales
E: Demographics	Age, gender	Categorical variables

3.6.2 Questionnaire Administration

Research assistants distribute questionnaires in person at five high-traffic wholesale and retail shops in Accra, strategically selected based on sales data access facilitated by a letter of introduction from UniMac-GIJ to Kasapreko Company Limited. Assistants approach consumers actively purchasing Awake Mineral Water, clearly explaining the study’s objectives to ensure informed participation. Respondents complete either paper-based questionnaires or digital

versions via QR codes linked to Google Forms, accommodating preferences in a city with robust internet penetration (GSMA, 2024). A screening question confirms familiarity with Awake Mineral Water, thereby enhancing the relevance of the response, while mandatory fields ensure data completeness for robust analysis.

3.7 Data Analysis Techniques

3.7.1 Data Preparation

Questionnaire responses, collected via paper-based surveys and Google Forms, are exported as CSV files and imported into SPSS version 26 for analysis. Data cleaning ensures accuracy by addressing missing values, outliers, and inconsistencies. For missing data, constituting less than 5% of responses, mean imputation is applied to maintain data integrity while minimising bias.

3.7.2 Analytical Methods

Objective 1 (Exposure Frequency and Perception Index): Descriptive statistics, including means, standard deviations, and ranges, are used to summarise exposure frequency and perception index scores. Pearson correlation analysis examines the strength and direction of the association between these two variables. Simple linear regression models are then applied to test whether exposure frequency significantly predicts perception index, thereby addressing Hypothesis 1.

The Perception Index was computed as the mean of standardised scores for Brand Trust and Recommendation Intention. Brand trust and Recommendation intention were adopted as proxy indicators of consumer perception. This approach is consistent with prior CSR and brand equity

research, where trust, satisfaction, and advocacy behaviours are recognised as central dimensions of how consumers perceive and evaluate a brand. For example, Zhao et al. (2021) demonstrated that corporate social responsibility initiatives enhance brand equity primarily through consumer trust and reputation. Additionally, Wang et al. (2021) found that CSR perceptions influence brand credibility, reputation, and purchase intentions, thereby shaping overall brand perception. Similarly, Adewole (2024) argued that consumer trust and interactions translate CSR reputation into brand equity, reinforcing the role of trust and recommendation intention as valid proxies for perception in brand development theory.

Objective 2 (Awareness and Brand Outcomes): Descriptive statistics are computed for Brand Trust and Recommendation Intention across awareness groups. Independent samples t-tests compare differences in these outcomes between ‘Aware’ and ‘Not aware’ respondents. Two simple linear regression models are then employed to investigate whether awareness and emotional responses predict brand trust and recommendation intention of the brand. Standardised regression coefficients (β), R^2 values, and p-values are reported to indicate the strength, explanatory power, and significance of predictors, thereby addressing Hypothesis 2.

Objective 3 (Awareness and Emotional Responses): Emotional responses are assessed using Positive Affect and Negative Affect scores. Descriptive statistics provide an overview of these outcomes across awareness groups (Aware vs. Not aware). Independent samples t-tests evaluate whether awareness of the ‘One4Life’ initiative significantly influences emotional valence. To further test Hypothesis 3, simple linear regression models are conducted to determine whether awareness predicts positive and negative affect, quantifying the extent to which campaign awareness explains variance in emotional reactions.

3.8 Ethical Considerations

Ethical integrity underpins the study, with informed consent secured through a clear statement on the introductory page of the questionnaire (available in both paper and digital formats). This statement outlines the study's purpose, its voluntary nature, the anonymity of participants, and their rights, thereby fostering trust and transparency. No personally identifiable information is collected, and all data are stored securely on password-protected servers to safeguard respondent privacy. The research design has been submitted for approval to the UniMac-GIJ Institutional Review Board, ensuring adherence to rigorous ethical standards and alignment with academic research protocols.

CHAPTER FOUR

PRESENTATION OF RESULTS AND ANALYSIS

4.0 Introduction

This chapter presents the quantitative findings from the study, which was designed to assess the impact of Corporate Social Responsibility (CSR) on the brand development of Awake Mineral Water, with a specific focus on its ‘One4Life’ initiative. The analysis is based on data collected from a final sample of 500 consumers in Accra. The chapter is structured to logically present the results, beginning with a preliminary analysis that outlines the demographic profile of the respondents and confirms the reliability of the measurement scales. Following this, descriptive statistics for the key study variables offer a foundational overview of the data. The final section delves into frequency distributions for key categorical variables, offering more profound insight into consumer media habits and initiative awareness.

4.1 Preliminary Analysis

This section presents the preliminary analysis of the data. It begins by describing the demographic composition of the study sample to provide context for the findings. Subsequently, it details the reliability analysis of the measurement scales used, ensuring that the instruments are consistent and dependable for hypothesis testing.

4.1.1 Demographic Profile of Respondents

A total of 515 responses were collected. After screening to ensure familiarity with Awake Mineral Water, 15 responses were excluded, resulting in a final, robust sample of 500 consumers for the analysis. The demographic characteristics of the respondents, specifically gender and age, are presented in Table 4.1 and Table 4.2, respectively.

Table 4. 1 Gender of Respondents

Gender	Frequency (n)	Percentage (%)
Female	227	45.4
Male	273	54.6
Total	500	100

Source: Field data, 2025

As shown in Table 4.1, the sample comprised a slight majority of male respondents (54.6%), while female respondents constituted 45.4%. This near-balanced gender distribution enhances the applicability of the findings to a general consumer base in Accra.

Table 4. 2 Age Group of Respondents

Age Group	Frequency (n)	Percentage (%)
18–24	167	33.4
25–34	161	32.2
35–44	90	18.0
45–54	58	11.6
55+	24	4.8
Total	500	100

Source: Field data, 2025

The age distribution of the sample, detailed in Table 4.2, indicates that the respondents are predominantly young adults. The 18-24 and 25-34 age brackets are the largest, accounting for

65.6% of the sample. This demographic profile aligns with the target market for bottled water and reflects a digitally engaged population, which is pertinent for assessing media exposure.

4.1.2 Scale Reliability Analysis

Before conducting hypothesis testing, a reliability analysis was performed to evaluate the internal consistency of the multi-item measurement scales used in the questionnaire. The Positive and Negative Affect Schedule (PANAS) includes two subscales that assess different emotional dimensions. The reliability of the newly created Perception Index (based on brand trust and recommendation intention) was also examined for internal consistency. The internal consistency of these scales was measured using Cronbach's Alpha. According to George and Mallery (2019), a Cronbach's alpha of 0.70 or higher indicates acceptable internal consistency. The reliability results are shown in Tables 4.3 and 4.4.

Table 4. 3 Reliability Statistics for PANAS Subscales

Subscale	Cronbach's Alpha (α)	Number of Items
Positive Affect Scale	0.910	10
Negative Affect Scale	0.700	10
Total	—	20

Source: Field data, 2025

Table 4.3 presents the reliability coefficients for the PANAS subscales. The Positive Affect Scale demonstrated excellent internal consistency ($\alpha = .910$), while the Negative Affect Scale showed acceptable reliability ($\alpha = .700$), meeting the acceptable reliability threshold. These results affirm that the scales are dependable for measuring the intended emotional constructs in this study.

Table 4. 4 Reliability Statistics for Perception Index

Construct	Cronbach's Alpha (α)	N of Items
Perception Index	0.700	2

Source: Field data, 2025

Table 4.4 shows the reliability statistics for the Perception Index. The Perception Index, constructed from brand trust and recommendation intention, demonstrated acceptable internal consistency ($\alpha = .700$). This justified combining the two items into a composite measure of consumer perception.

4.2 Descriptive Statistics for Key Variables

This section summarises the descriptive statistics for the main continuous variables under investigation. This overview offers initial insights into the data trends before applying inferential statistical tests for hypothesis testing.

Table 4. 5 Descriptive Statistics of Key Study Variables

Variable	N	Minimum	Maximum	Mean (M)	Std. Deviation (SD)
Exposure Frequency	500	1	5	3.56	0.978
Positive Affect Score	500	3	5	3.95	0.578
Negative Affect Score	500	1	2	1.11	0.165
Brand Trust	500	1	5	4.04	0.881
Recommendation Intention	500	1	10	8.00	2.007

Source: Field data, 2025

The descriptive statistics in Table 4.5 reveal several key trends. The mean score for CSR Ad Exposure Frequency ($M = 3.56$, $SD = 0.978$) is notably above the scale's midpoint of 3, indicating that consumers, on average, perceive seeing advertisements related to Awake's CSR initiatives as occurring between "Sometimes" and "Often."

The emotional response to the initiative is overwhelmingly positive. The Positive Affect Score ($M = 3.95$, $SD = 0.578$) is very high, approaching "Quite a bit" on the 5-point scale. In stark contrast, the Negative Affect Score ($M = 1.11$, $SD = 0.165$) is extremely low, indicating that the initiative does not elicit negative emotions.

Furthermore, the brand equity metrics are very strong. Brand Trust has a mean score of 4.04 ($SD = 0.881$) on a 5-point scale. The Recommendation Intention is also high, with a mean score of 8.00 ($SD = 2.007$) on a 10-point scale. These preliminary findings suggest a positive relationship between the CSR initiative and brand development, a relationship that will be formally tested in the hypothesis section.

Table 4. 6 Frequency Distribution of CSR Ad Exposure Frequency

Score	Response Category	Frequency (n)	Percentage (%)
1	Never	6	1.2
2	Rarely	53	10.6
3	Sometimes	202	40.4
4	Often	133	26.6
5	Always	106	21.2
Total	Total	500	100

Source: Field data, 2025. $M=3.56$, $SD=0.98$

The frequency distribution (Table 4.6) indicates that the most common response was "Sometimes" (40.4%). However, a substantial portion of respondents, nearly half of the sample (47.8%),

reported seeing CSR-related ads "Often" or "Always." The mean score for exposure was 3.56 (SD = 0.978), notably above the scale's midpoint of 3.0.

4.3 Frequencies of Other Variables

This section presents the frequency distributions for key multiple-choice questions, providing deeper context on media consumption habits and consumer knowledge of the CSR initiatives.

Table 4. 7 Media Exposure Sources for Awake Mineral Water Advertisements

Media Source	Frequency (n)	Percentage (%)
Television (TV)	339	42.7
Social Media	296	37.3
Radio	81	10.2
Billboards	78	9.8
Total	794	100

Note: Dichotomy group tabulated at value 1. Sample size (N) = 500.

Source: *Field data, 2025*

Table 4.7 indicates that Television (42.7%) and Social Media (37.3%) are the dominant channels through which consumers encounter Awake Mineral Water's advertising. This aligns with modern media consumption trends in urban areas like Accra and supports the findings of Salifu (2023) on brand awareness in Ghana.

Table 4. 8 CSR Initiatives Recognised by Respondents

CSR Initiative	Frequency (n)	Percentage (%)
One4Life	454	83.3
Clean Water Provision	91	16.7
Total Responses	545	100

Note: Dichotomy group tabulated at value 1. Sample size (N) = 500.

Source: Field data, 2025

Table 4.8 demonstrates the remarkable success of the ‘One4Life’ campaign in capturing consumer attention. When asked to identify Awake’s CSR initiatives from a list, 83.3% of responses correctly identified ‘One4Life’, showing powerful message penetration and brand association.

Table 4. 9 Knowledge of the ‘One4Life’ Initiative’s Purpose

Reported Purpose of the Initiative	Frequency (n)	Percentage (%)
Supports Heart Health	432	64.2
Provides Clean Water	192	28.5
Supports Education	49	7.3
Total Responses	673	100

Note: Dichotomy group tabulated at value 1. Sample size (N) = 458 (respondents who were aware of the initiative).

Source: Field data, 2025

Among the 458 respondents (Table 4.9) who were aware of the initiative, a substantial majority (64.2% of responses) correctly identified its core purpose as supporting heart health. This indicates that awareness is high, and the campaign's central message has been effectively communicated.

Table 4. 10 Sources of Information about the ‘One4Life’ Initiative

Source of Information	Frequency (n)	Percentage (%)
Television (TV)	356	40.2
Social Media	293	33.1
Friends/Family	153	17.3
Radio	83	9.4
Total Responses	885	100

Note: Dichotomy group tabulated at value 1. Sample size (N) = 458 (respondents who were aware of the initiative).

Source: Field data, 2025

Finally, Table 4.10 reinforces the findings on media exposure. Television (40.2%) and Social Media (33.1%) are the primary channels through which consumers learned about the ‘One4Life’ initiative. Notably, interpersonal communication (Friends/Family) also plays a significant role (17.3%), suggesting that the campaign has generated positive word-of-mouth, a key indicator of brand advocacy and a finding consistent with studies on CSR and brand loyalty in Ghana (Salifu et al., 2023).

4.4 Results for Objective 1/ Hypothesis 1 (H1)

Objective 1: To investigate how exposure to CSR strategies in Awake Mineral Water advertising affects consumer perceptions.

Research Question 1: How does exposure to Awake Mineral Water CSR strategies in media advertising influence consumer perceptions in Accra?

Hypothesis 1 (H1, two-tailed): Exposure to Awake Mineral Water CSR strategies in media advertising influence consumer perceptions of the brand.

4.4.1 Reliability Analysis for Perception Index

Before performing hypothesis testing, the internal consistency of the Perception Index formed by combining Brand Trust and Recommendation Intention was evaluated using Cronbach's Alpha. The Perception Index showed acceptable internal consistency with an alpha of 0.70, supporting the decision to merge these two items into a single measure of consumer perception. These findings are shown in Table 4.4, in Section 4.1.2.

4.4.2 Descriptive Statistics of Exposure Frequency and Perception Index

To give an overview of the dataset, descriptive statistics were computed for both exposure frequency and the perception index. These statistics summarise the central tendency and variability of responses, providing a clear understanding of how often participants interacted with the CSR advertising and how they later assessed the brand. The results emphasise the distributional features of the two variables and form the basis for the subsequent inferential analyses.

Table 4. 11 Descriptive Statistics of Exposure Frequency and Perception Index

Variable	N	Minimum	Maximum	Mean (M)	Std. Deviation (SD)
Exposure Frequency	500	1	5	3.56	0.978
Perception Index*	500	-3.47	1.05	0.00	0.931

**Note: The Perception Index was computed as the mean of standardised scores for Brand Trust (Q28) and Recommendation Intention (Q29), thereby providing a composite measure of overall brand perception.*

Source: Field data, 2025

Table 4.11 presents the descriptive statistics for exposure frequency and the Perception Index. Consumers reported an average exposure frequency of $M = 3.56$ ($SD = 0.978$), suggesting they encountered Awake Mineral Water’s CSR advertising between “sometimes” and “often.” The Perception Index was centred around the standardised mean ($M = 0.00$, $SD = 0.931$), indicating balanced perceptions across respondents.

4.4.3 Correlation Analysis between Exposure Frequency and Perception Index

A Pearson correlation analysis was conducted to evaluate the strength and direction of the relationship between exposure frequency and the perception index. This helps determine if increased advertising exposure correlates with more positive consumer views of the brand’s CSR efforts. By measuring the linear relationship, the correlation results serve as a useful preliminary step before regression analysis, indicating how closely exposure frequency aligns with changes in perception scores.

Table 4. 12 Pearson Correlation between Exposure Frequency and Perception Index

Variable	Exposure Frequency	Perception Index
Exposure Frequency	1.00	$r = 0.23^{**}$
Perception Index	$r = 0.23^{**}$	1.00

*Note: $p < .01$, two-tailed.

A Pearson correlation analysis was conducted to examine the relationship between exposure frequency and perception index (Table 4.12). Results indicated a weak but statistically significant positive correlation, $r(498) = 0.23$, $p < 0.01$. This suggests that higher exposure frequency is associated with slightly higher perception scores. Although the correlation is modest, it demonstrates that CSR advertising makes a meaningful contribution to shaping brand perception.

These results provide direct support for Hypothesis 1 (H1), which proposes that exposure to CSR strategies in advertising affects consumer perceptions. The significant correlation confirms that CSR advertising exposure is positively related to how consumers perceive the brand.

4.4.4 Regression Analysis of Exposure Frequency on Perception Index

A simple linear regression analysis was performed to examine the predictive link between exposure frequency and perception index. This method helps estimate how changes in advertising exposure influence consumer perceptions of the brand's CSR initiatives. By measuring the frequency of exposure that accounts for variability in perception scores, the regression results provide a more robust evaluation of the hypothesis, complementing previous descriptive and correlational findings.

Table 4. 13 Regression Analysis of Exposure Frequency on Perception Index

Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of Estimate
1	0.233	0.054	0.053	0.906

ANOVA

Model	df (Regression, Residual)	F	p
Regression	1, 498	28.694	< 0.001*

Regression Coefficients

Predictor	β (Unstandardised)	SE	β (Standardised)	t	p
Exposure Frequency	0.222	0.041	0.233	5.357	< 0.001*

Note: Dependent variable = Perception Index; Predictor (constant) = Exposure Frequency.

* $p < .05$

Source: Field data, 2025

Regression analysis (Table 4.13) confirmed that exposure frequency has a significant influence on consumer perceptions, $F(1, 498) = 28.694, p < 0.001$. The regression coefficient for exposure frequency was positive and statistically significant, $\beta = 0.23, t(498) = 5.36, p < 0.001$, indicating that higher exposure frequency is associated with slightly higher perception scores. Although the effect size is modest, the result demonstrates that exposure frequency contributes meaningfully to perception, while most of the variance remains explained by other factors. These findings further validate Hypothesis 1 (H1) by demonstrating that CSR advertising exposure contributes meaningfully to shaping consumer perceptions. Thus, H1 is supported: exposure to CSR strategies in Awake Mineral Water advertising influences consumer perceptions in Accra.

4.4.5 Summary of Findings for Objective 1/ Hypothesis 1 (H1)

The results provide strong support for Hypothesis 1. Reliability analysis confirmed that the Perception Index was suitable for use. Descriptive statistics showed moderate levels of advertising exposure and balanced consumer perceptions. Correlation analysis revealed a significant positive relationship between exposure frequency and perceptions. Regression analysis further validated this relationship, with exposure frequency predicting perceptions ($\beta = 0.233, t(498) = 5.36, p < 0.001$).

Although the variance explained is modest, this effect size is meaningful in consumer behaviour contexts, where perceptions are shaped by multiple influences. These findings underscore the strategic importance of CSR advertising frequency in enhancing brand image among consumers in Accra, demonstrating that consistent exposure to CSR messages contributes to more favourable perceptions of Awake Mineral Water.

4.5 Results for Objective 2/Hypothesis 2 (H2)

Objective 2: To determine the level of consumer awareness of the ‘One4Life’ initiative's influence on brand development outcomes, specifically brand trust and recommendation intention, among Awake Mineral Water consumers.

Research Question 2: What is the measurable effect of awareness of the ‘One4Life’ initiative on brand development outcomes (brand trust and recommendation intention) among Awake Mineral Water consumers?

Hypothesis (H2, two-tailed): Awareness of the ‘One4Life’ initiative affects brand development outcomes (brand trust and recommendation intention) among Awake Mineral Water consumers.

4.5.1 Preliminary Checks: Distribution and Group Sizes

Before testing Hypothesis 2, descriptive statistics and normality assessments were conducted to evaluate the suitability of brand development variables for parametric analysis.

Table 4. 14 Descriptive Statistics of Brand Development Outcomes

Outcome	N	Min	Max	Mean (M)	Std. Deviation (SD)
Brand Trust	500	1	5	4.04	0.881
Recommendation Intention	500	1	10	8.00	2.007

Source: Field data, 2025

Table 4.14 shows that brand trust scores ranged from 1 to 5, with a mean of $M = 4.04$, $SD = 0.881$, indicating generally high levels of trust in Awake Mineral Water. Recommendation intention

scores ranged from 1 to 10, with a mean of $M = 8.00$ and a standard deviation of $SD = 2.007$, suggesting a strong consumer willingness to recommend the brand.

Table 4. 15 Group Sizes by Awareness of ‘One4Life’ Initiative

Awareness Group	Frequency (n)	Percentage (%)
Not aware	41	8.20
Aware	459	91.80
Total	500	100

Source: Field data, 2025

Table 4.15 confirms that the majority of respondents (91.80%) were aware of the ‘One4Life’ initiative. Although the groups are imbalanced, both contain sufficient cases for valid statistical comparison, with the “Not aware” group exceeding the minimum threshold for parametric testing ($n \geq 30$).

Table 4. 16 Tests of Normality for Brand Development Outcomes

Outcome	Awareness Group	Kolmogorov–Smirnov (p)	Shapiro–Wilk (p)
Brand Trust	Not aware	< .001	< .001
	Aware	< .001	< .001
Recommendation Intention	Not aware	0.001	0.002
	Aware	< .001	< .001

Source: Field data, 2025

Tests of normality (Kolmogorov-Smirnov and Shapiro-Wilk) were significant for all brand development scores across both awareness groups ($p < 0.05$), indicating deviations from normality. However, given the large sample size ($N = 500$), parametric tests such as t-tests and

regression are considered robust to these violations. Visual inspections of histograms and Q-Q plots showed approximate normality for both outcomes, with mild skewness in the “Not aware” group. Therefore, parametric analyses were deemed appropriate for testing Hypothesis 2.

4.5.2 Descriptive Statistics of Brand Outcomes by Awareness of ‘One4Life’ Initiative

Descriptive statistics were calculated for the two brand measures, Brand Trust and Recommendation Intention, for participants labelled as either ‘Aware’ or ‘Not aware’ of the ‘One4Life’ initiative. This comparison offers an initial insight into how awareness influences consumer confidence and their propensity to recommend the brand. By summarising the central tendencies and variability within each group, this analysis provides a baseline understanding of differences in brand outcomes, guiding subsequent inferential tests.

Table 4. 17 Descriptive Statistics of Brand Outcomes by Awareness of ‘One4Life’ Initiative

Brand Outcomes	Awareness Group	N	Mean (M)	Std. Deviation (SD)
Brand Trust	Not aware	41	3.32	0.610
	Aware	459	4.10	0.873
	Total	500	4.04	0.881
Recommendation Intention	Not aware	41	6.02	1.589
	Aware	459	8.17	1.947
	Total	500	8.00	2.007

Note: Awareness variable = Q5_One4Life_Aware (0 = Not aware, 1 = Aware).

Source: Field data, 2025

Table 4.17 presents the descriptive statistics for brand trust and recommendation intention based on awareness of the ‘One4Life’ initiative. Consumers who were ‘aware’ of the initiative reported higher levels of brand trust ($M = 4.10$, $SD = 0.873$) and recommendation intention ($M = 8.17$, $SD = 1.947$) compared to those who were ‘not aware’ ($M = 3.32$, $SD = 0.610$ and $M = 6.02$, $SD = 1.589$) respectively. These differences suggest that awareness of CSR efforts may positively influence brand outcomes.

4.5.3 Independent Samples t-Test for Brand Outcomes by Awareness of One4Life Initiative

To assess if awareness of the ‘One4Life’ initiative correlates with notable differences in brand outcomes, independent samples t-tests were performed on Brand Trust and Recommendation Intention. This comparison examines the mean scores of participants who are ‘aware’ versus ‘not aware’, providing statistical insight into whether campaign awareness has a significant impact on consumer trust and their willingness to recommend the brand.

Table 4. 18 Independent Samples t-Test for Brand Outcomes by Awareness of ‘One4Life’ Initiative

Brand Outcomes	Awareness Group	N	Mean	SD	t	df	p (2-tailed)	Cohen’s d
Brand Trust	Not aware	41	3.32	0.61				
	Aware	459	4.10	0.87	7.559	55.835	< .001*	0.92
Recommendation Intention	Not aware	41	6.02	1.59				
	Aware	459	8.17	1.95	8.136	51.369	< .001*	1.12

*Note: Awareness variable = Q5_One4Life_Aware (0 = Not aware, 1 = Aware). Equal variances not assumed based on Levene’s Test. Source: * $p < .05$*

Source: Field data, 2025

Independent samples t-tests (Table 4.18) revealed significant differences in brand outcomes based on awareness of the ‘One4Life initiative’.

Brand Trust: Consumers who were ‘aware’ of the initiative reported significantly higher brand trust ($M = 4.10$, $SD = 0.87$) than those ‘not aware’ ($M = 3.32$, $SD = 0.61$), $t(55.835) = 7.559$, $p < 0.001$, two-tailed. The effect size was large ($d = 0.92$), indicating that awareness of CSR efforts substantially increases consumer trust in the brand.

Recommendation Intention: Similarly, recommendation intention was significantly higher among ‘aware’ consumers ($M = 8.17$, $SD = 1.95$) compared to those ‘not aware’ ($M = 6.02$, $SD = 1.59$), $t(51.369) = 8.136$, $p < 0.001$, two-tailed. The effect size was very large ($d = 1.12$), suggesting that awareness of CSR initiatives strongly enhances consumers’ willingness to recommend the brand.

Together, these findings provide robust support for Hypothesis 2, demonstrating that awareness of Awake Mineral Water’s CSR efforts has a positive and meaningful influence on brand development outcomes. The large effect sizes underscore the strategic importance of CSR communication in building trust and advocacy among consumers.

4.5.4 Regression Analysis of Awareness Predicting Brand Outcomes

Regression analyses examined how awareness of the ‘One4Life’ initiative predicts consumer brand outcomes, with Brand Trust and Recommendation Intention as dependent variables. This method offers a robust assessment of how campaign awareness levels influence confidence in the brand and willingness to recommend it, clarifying the impact of awareness differences on these outcomes. The findings emphasise the significant role of awareness in shaping these important metrics, complementing the earlier descriptive and t-tests results.

Table 4. 19 Regression Analysis of Awareness Predicting Brand Outcomes

Model Summary

Brand Outcomes	R	R ²	Adjusted R ²	Std. Error of Estimate
Brand Trust	0.244	0.060	0.058	0.855
Recommendation Intention	0.294	0.087	0.085	1.921

ANOVA

Brand Outcomes	df (Regression, Residual)	F	p
Brand Trust	1, 498	31.559	< .001*
Recommendation Intention	1, 498	47.160	< .001*

Regression Coefficients

Brand Outcomes	Predictor	B (Unstd.)	SE	β (Std.)	t	p
Brand Trust	(Constant)	3.317	0.134	-	24.834	< .001*
	Awareness of One4Life	0.783	0.139	0.244	5.618	< .001*
Recommendation Intention	(Constant)	6.024	0.300	-	20.085	< .001*
	Awareness of One4Life	2.150	0.313	0.294	6.867	< .001*

*Note: Awareness variable = Q5_One4Life_Aware (0 = Not aware, 1 = Aware). Dependent variables = Brand Trust and Recommendation Intention. * p < .05*

Source: Field data, 2025

The Regression analysis (Table 4.19) confirmed that awareness of the ‘One4Life’ initiative significantly predicted both brand trust and recommendation intention.

For brand trust, the model was statistically significant, $F(1, 498) = 31.559, p < 0.001$. Awareness was a significant predictor ($\beta = 0.244, t(498) = 5.618, p < 0.001$), indicating that consumers

‘aware’ of ‘One4Life’ scored, on average, nearly 0.8 points higher on the 5-point trust scale compared to those who were ‘not aware’.

For recommendation intention, the model was also significant, $F(1, 498) = 47.160, p < 0.001$. Awareness significantly predicted recommendation intention ($\beta = 0.294, t(498) = 6.867, p < 0.001$), indicating that ‘aware’ consumers rated their likelihood to recommend Awake Mineral Water more than two points higher on the 10-point scale compared to those ‘not aware’.

Overall, these findings support Hypothesis 2, showing that awareness of CSR efforts has both statistically significant and meaningful impacts on brand development outcomes. Although the explained variance is modest overall, it is considerable given the complexity of consumer behaviour and market influences. These findings highlight the crucial role of CSR communication: even a single program, such as ‘One4Life’, can significantly enhance trust and customer advocacy, thereby advancing brand development in a competitive mineral water industry.

4.5.5 Summary of Findings for Objective 2/ Hypothesis 2 (H2)

The results provide strong support for Hypothesis 2, which proposed that awareness of the One4Life initiative would influence consumer brand outcomes. Preliminary checks confirmed the suitability of the data, with sufficient group sizes despite imbalance. Descriptive statistics revealed higher mean scores for brand trust ($M = 4.10$ vs. 3.32) and recommendation intention ($M = 8.17$ vs. 6.02) among ‘aware’ consumers. Independent samples t-tests confirmed these differences were statistically significant (trust: $t(55.835) = 7.559, p < 0.001, d = 0.92$; recommendation: $t(51.369) = 8.136, p < 0.001, d = 1.12$). Regression analyses further validated these findings, showing that awareness significantly predicted both brand trust ($\beta = 0.244, t(498) = 5.618, p < 0.001$) and

recommendation intention ($\beta = 0.294$, $t(498) = 6.867$, $p < 0.001$). These results show that CSR awareness has both statistically significant and practically important effects on brand development outcomes, emphasising the strategic role of CSR communication in the mineral water market in Accra.

4.6 Results for Objective 3/Hypothesis 3 (H3)

Objective 3: To examine how the awareness of the 'One4Life' initiative affects consumers' emotional responses, using standardised scales.

Research Question 3: How does the awareness of the 'One4Life' initiative influence consumers' emotional responses toward Awake Mineral Water?

Hypothesis 3 (H3, two-tailed): Awareness of the 'One4Life' initiative is associated with differences in emotional responses (measured by PANAS) among Awake Mineral Water consumers.

4.6.1 Preliminary Checks: Distribution and Group Sizes

Before testing Hypothesis 3, descriptive statistics and normality assessments were conducted to evaluate the suitability of emotional response variables for parametric analysis.

Table 4. 20 Descriptive Statistics of Emotional Responses

Emotional Responses	N	Minimum	Maximum	Mean (M)	Std. Deviation (SD)
Positive Affect Score	500	3	5	3.95	0.578
Negative Affect Score	500	1	2	1.11	0.165

Source: Field data, 2025

Table 4.20 shows that Positive Affect scores ranged from 3 to 5, with a mean of $M = 3.95$, $SD = 0.578$, indicating generally high levels of positive emotion. Negative Affect scores were tightly clustered between 1 and 2, with a mean of $M = 1.11$, $SD = 0.165$, suggesting low levels of negative emotion among respondents.

Table 4. 21 Group Sizes by Awareness of One4Life Initiative

Awareness Group	Frequency (n)	Percentage (%)
Not aware	41	8.20
Aware	459	91.80
Total	500	100.00

Source: Field data, 2025

Table 4.21 confirms that the majority of respondents (91.8%) were aware of the ‘One4Life’ initiative. Although the groups are imbalanced, both contain sufficient cases for a valid statistical comparison.

Table 4. 22 Tests of Normality for Emotional Response Scores

Outcome	Awareness Group	Kolmogorov–Smirnov (p)	Shapiro–Wilk (p)
Positive Affect Score	Not aware	< 0.001	< 0.001
	Aware	< 0.002	< 0.001
Negative Affect Score	Not aware	< 0.001	< 0.001
	Aware	< 0.001	< 0.001

Source: Field data, 2025

Tests of normality (Kolmogorov–Smirnov and Shapiro–Wilk) were significant for all emotional response scores across both awareness groups ($p < .05$), indicating deviations from normality. However, given the large sample size ($N = 500$), parametric tests such as t-tests and regression are

considered robust to these violations. Visual inspections of histograms and Q-Q plots showed approximate normality for Positive Affect, while Negative Affect scores were more tightly clustered and right-skewed. Therefore, parametric analyses were deemed appropriate for testing Hypothesis 3.

4.6.2 Reliability Analysis for Emotional Response Scales

A reliability analysis was performed to verify the internal consistency of the PANAS Positive Affect and Negative Affect subscales. The Positive Affect Scale exhibited excellent reliability, with an alpha of .910, whereas the Negative Affect Scale had acceptable reliability, with an alpha of .700. This supports the appropriateness of using the combined scores (Positive Affect Score and Negative Affect Score) in later analyses. These findings are presented in Table 4.3, in Section 4.1.2.

4.6.3 Descriptive Statistics of Emotional Responses by Awareness of ‘One4Life’ Initiative

Descriptive statistics were calculated for the two emotional response measures, Positive Affect and Negative Affect, among respondents classified as ‘Aware’ and ‘Not aware’ of the ‘One4Life’ initiative. This comparison offers an initial overview of how awareness of the campaign influences the emotional tone of consumer reactions, emphasising differences in positive and negative affect scores between the groups. By summarising central tendencies and variability, the analysis provides a baseline understanding of emotional responses, guiding further inferential testing.

Table 4. 23 Descriptive Statistics of Emotional Responses by Awareness of ‘One4Life’

Initiative

Emotional Responses	Awareness Group	N	Mean (M)	Std. Deviation (SD)
Positive Affect Score	Not aware	41	3.37	0.343
	Aware	459	4.00	0.566
Negative Affect Score	Not aware	41	1.14	0.147
	Aware	459	1.11	0.167

Source: Field data, 2025

Table 4.23 shows that consumers ‘aware’ of the ‘One4Life’ initiative reported higher levels of positive affect ($M = 4.00$, $SD = 0.566$) compared to those ‘not aware’ ($M = 3.37$, $SD = 0.343$). Negative affect scores were slightly lower among ‘aware’ consumers ($M = 1.11$, $SD = 0.167$) than those ‘not aware’ ($M = 1.14$, $SD = 0.147$), though the difference was less pronounced.

4.6.4 Independent Samples t-Test for Emotional Responses by Awareness of ‘One4Life’

Initiative

To determine if awareness of the ‘One4Life’ initiative correlates with notable differences in emotional reactions, independent samples t-tests were performed on Positive Affect and Negative Affect scores. This comparison examines the average emotional responses of respondents grouped as ‘Aware’ versus ‘Not aware’, offering statistical insight into whether campaign awareness affects the balance of positive and negative feelings toward the brand.

Table 4. 24 Independent Samples t-Test for Emotional Responses by Awareness of One4Life Initiative

Emotional Responses	Awareness Group	N	Mean	SD	t	df	p (two-tailed)	Cohen's d
Positive Affect	Not aware	41	3.37	0.343				
	Aware	459	4.00	0.566	10.594	61.527	< .001*	1.15
Negative Affect	Not aware	41	1.14	0.147				
	Aware	459	1.11	0.167	-1.144	498	0.253	-0.18

*Note: For Positive Affect, Levene's Test was significant ($p < .001$), so equal variances were not assumed. For Negative Affect, Levene's Test was non-significant ($p = .698$), so equal variances were assumed. * $p < .05$*

Source: Field data, 2025

Independent samples t-tests (Table 4.24) revealed a significant difference in Positive Affect scores between consumers 'aware' of the 'One4Life' initiative ($M = 4.00$, $SD = 0.566$) and those 'not aware' ($M = 3.37$, $SD = 0.343$), $t(61.527) = 10.594$, $p < 0.001$, two-tailed. The effect size was very large ($d = 1.15$), indicating that awareness of CSR efforts strongly enhances positive emotional responses toward the brand.

For Negative Affect, the difference between groups was not statistically significant, $t(498) = -1.144$, $p = 0.253$, two-tailed, with a negligible effect size ($d = -0.18$). This suggests that awareness of the initiative does not meaningfully reduce negative emotional responses.

Overall, these findings offer partial support for Hypothesis 3 (H3). Notably, awareness of the 'One4Life' initiative was associated with a significant increase in positive affect but did not lead to a significant decrease in negative affect among Awake Mineral Water consumers.

4.6.5 Regression Analysis of Awareness Predicting Emotional Responses

To further evaluate Hypothesis 3, two simple linear regression models were used to determine if awareness of the ‘One4Life’ initiative significantly predicts consumers’ emotional responses. Positive Affect and Negative Affect scores served as the dependent variables, with awareness as the predictor. This analysis provides a more comprehensive examination of how campaign awareness influences variations in emotional reactions, complementing the earlier descriptive and t-test results.

Table 4. 25 Regression Analysis of Awareness Predicting Emotional Responses

Model Summary

Model	Dependent Variable	R	R ²	Adjusted R ²	Std. Error of Estimate
1	Positive Affect Score	0.301	0.090	0.089	0.552
2	Negative Affect Score	0.051	0.003	0.001	0.165

ANOVA

Model	Dependent Variable	df (Regression, Residual)	F	p
1	Positive Affect Score	1, 498	49.528	< .001*
2	Negative Affect Score	1, 498	1.309	0.253

Regression Coefficients

Model	Dependent Variable	Predictor	B (Unstd.)	SE	β (Std.)	t	p
1	Positive Affect Score	(Constant)	3.368	0.086	-	39.084	< .001*
		Awareness of One4Life	0.633	0.090	0.301	7.038	< .001*
2	Negative Affect Score	(Constant)	1.141	0.026	-	44.265	< .001*
		Awareness of One4Life	-0.031	0.027	-.051	-1.144	0.253

*Note: Awareness variable = Q5_One4Life_Aware (0 = Not aware, 1 = Aware). Dependent variables = Positive_Affect_Score and Negative_Affect_Score. * $p < .05$*

Source: Field data, 2025

Regression analysis (Table 4.25) showed that awareness of the ‘One4Life’ initiative significantly predicted Positive Affect, $F(1, 498) = 49.528, p < 0.001, (\beta = .301, t(498) = 7.038, p < 0.001)$

For Negative Affect, awareness did not significantly predict negative affect, $F(1, 498) = 1.309, p = 0.253, (\beta = -0.051, t(498) = -1.144, p = 0.253)$. This is trivial, confirming that CSR awareness has little impact on reducing negative emotions.

Overall, these results offer partial support for Hypothesis 3 (H3). In particular, awareness of the ‘One4Life’ initiative was associated with notably more positive emotional reactions to Awake Mineral Water, although it did not significantly reduce negative emotions.

4.6.6 Summary of Findings for Objective 3/Hypothesis 3 (H3)

The results provide partial support for Hypothesis 3, which proposed that awareness of the ‘One4Life’ initiative is associated with differences in emotional responses among Awake Mineral Water consumers. The reliability analysis confirmed excellent internal consistency for the Positive Affect scale ($\alpha = 0.910$) and acceptable reliability for the Negative Affect scale ($\alpha = 0.700$). Preliminary checks indicated approximate normality for the Positive Affect scores and clustered distributions for the Negative Affect scores. Despite group imbalance (aware = 459, not aware = 41), both groups were sufficient for a valid comparison. Independent samples t-tests revealed that ‘aware’ consumers reported significantly higher Positive Affect ($M = 4.00$ vs. 3.37), with a very large effect size ($d = 1.15$). Negative Affect did not differ significantly between groups ($M = 1.11$ vs. 1.14), with a negligible effect size ($d = -0.18$). Regression analyses reinforced these findings, as awareness significantly predicted Positive Affect ($\beta = 0.301, t(498) = 7.038, p < 0.001$), but did not significantly predict Negative Affect ($\beta = -0.051, t(498) = -1.144, p = 0.253$).

Taken together, these results partially support Hypothesis 3 (H3). Awareness of the ‘One4Life’ initiative boosts consumers’ positive emotional responses towards Awake Mineral Water, but does not significantly lessen negative emotions. This indicates that CSR awareness mainly increases positive feelings, strengthening emotional engagement with the brand, while negative feelings remain largely unchanged.

4.6.7 Summary of Hypothesis Testing Results

The outcomes of all hypothesis tests from the study are consolidated in Table 4.22. This table provides a clear and concise overview of the findings, summarising the key statistical results for each hypothesis and the final decision.

Table 4. 26 Summary of Hypothesis Test Results

Hypothesis	Description	Key Statistical Result	Decision
H1	Exposure to CSR advertising affects consumer perceptions	$r(498) = 0.23, p < 0.001$; $F(1, 498) = 28.694, p < .001$	Supported
H2	Awareness of the ‘One4Life’ initiative influences brand outcomes	Trust: $t(55.835) = 7.559, p < 0.001, d = 0.92$; Recommendation: $t(51.369) = 8.136, p < 0.001, d = 1.12$	Supported
H3	Awareness of the ‘One4Life’ initiative influences emotional responses	Positive Affect: $t(61.527) = 10.594, p < 0.001, d = 1.15$. Negative Affect: $t(498) = -1.144, p = 0.253, d = -0.18$	Partially Supported

CHAPTER FIVE

DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.0 Introduction: Situating the Findings

This study aimed to assess the impact of Corporate Social Responsibility (CSR) on the brand development of Awake Mineral Water, with a specific focus on the ‘One4Life’ marketing initiative. Against the backdrop of the competitive Ghanaian mineral water industry, this research aimed to quantify the influence of exposure to CSR strategies and specific awareness of the ‘One4Life’ campaign on consumer perceptions, emotional responses, and critical brand outcomes, including trust and recommendation intention. By analysing data from 500 urban consumers in Accra, this study provides empirical evidence regarding the effectiveness of integrating philanthropic commitments into core business operations.

The quantitative analysis yielded three major findings that address the study’s specific objectives:

Impact of Exposure on Perception: The results demonstrated that exposure to CSR strategies in media advertising has a significant positive influence on consumer perceptions. Higher frequency of exposure to the brand's CSR messaging was found to correlate with more favourable evaluations of the brand.

Awareness Drives Brand Development: Awareness of the ‘One4Life’ initiative emerged as a critical differentiator in brand development. Consumers who were aware of the initiative reported significantly higher levels of brand trust and a substantially stronger intention to recommend Awake Mineral Water compared to those who were unaware.

Nuanced Emotional Impact: regarding emotional responses, awareness of the initiative was found to significantly boost positive affect, enhancing feelings such as pride or inspiration. However, awareness did not result in a significant reduction of negative affect, suggesting that while the initiative successfully generates positive emotional engagement, it does not necessarily mitigate negative emotional states.

5.1 Discussing of the Findings

This section interprets the key results presented in Chapter Four, linking them back to the study's objectives and theoretical framework. The discussion moves beyond statistical outputs to explain the practical and conceptual significance of the findings, highlighting how exposure to CSR advertising, awareness of the 'One4Life' initiative, and resulting emotional and brand outcomes contribute to a deeper understanding of CSR's role in brand development. By situating the results within existing literature and theoretical perspectives, this section provides a critical analysis of the study's contributions and nuances.

5.1.1 Exposure to CSR Advertising and Consumer Perceptions

This section interprets the findings related to the first objective: examining how exposure to Awake Mineral Water's CSR strategies in media advertising influences consumer perceptions.

5.1.1.1 Interpretation of findings

The study revealed a significant positive relationship between the frequency of exposure to CSR advertising and consumer perceptions. Furthermore, regression analysis confirmed that exposure

frequency is a significant predictor of brand perception ($\beta = 0.233$, $t(498) = 5.36$, $p < 0.001$). While the correlation is statistically modest, it is strategically meaningful. In the context of Signalling Theory (Spence, 1973), these advertisements function as a critical market signal. Since consumers cannot directly observe a company's internal ethics, the consistent visibility of the 'One4Life' campaign serves as a proxy for the firm's trustworthiness. The fact that 47.8% of respondents reported seeing these ads "Often" or "Always" suggests that the repetition of the signal is key to its effectiveness. It transforms a hidden attribute (corporate virtue) into a visible asset (brand image), effectively reducing information asymmetry between Awake Mineral Water and its customers.

5.1.1.2 Convergence with existing literature

The positive relationship between CSR exposure and brand perception observed in this study aligns with established empirical research in both global and regional contexts.

In the regional context, the findings strongly corroborate the work of Salifu (2023), who found that media exposure is a primary driver of brand awareness in Ghana. Similarly, Ibrahim and Abubakar (2020) observed a parallel trend in the Nigerian food and beverage sector, reporting that well-structured CSR communications significantly improved organisational image and consumer recognition. This indicates a regional consensus: in West African markets, where institutional trust may fluctuate, visible corporate social engagement functions as a stabilising force for brand reputation.

Regarding global theoretical alignment, the results also support the seminal framework proposed by Du, Bhattacharya, and Sen (2010), who argue that communication is the essential bridge between CSR activities and business returns. They suggest that stakeholders cannot reward a

company for good deeds they are unaware of; thus, the advertising frequency ($M = 3.56$) measured in this study acts as the necessary transmission mechanism that converts philanthropic capital into brand development. Regarding sector-specific consumer behaviour, the study also aligns with Islam et al. (2021), who discovered that consumers' positive views of CSR initiatives directly boost brand image. This agreement indicates that Awake Mineral Water's approach aligns with broader industry trends, where tangible product consumption is increasingly linked to ethical considerations.

5.1.1.3 Divergence and nuance

Despite the significant relationship, the modest explanatory power of the model warrants a nuanced discussion. It suggests that while advertising exposure is influential, it is not the sole factor influencing perception. The relatively low variance explained may be attributed to the phenomenon of "green scepticism." Atkinson and Kim (2015) note that aggressive or vague CSR messaging can sometimes trigger scepticism regarding a firm's genuine motives. If consumers perceive the high frequency of adverts as merely a sales tactic rather than a sincere commitment, the positive impact on perception is reduced. This suggests that although Awake's frequency is high, the credibility of the message remains crucial. Interestingly, these findings differ from Akhigbe and Olokoyo (2019), who found no direct impact of CSR on brand loyalty in the Nigerian telecommunications sector. This difference emphasises a potential industry-specific factor: water is a life-sustaining, health-critical product, unlike telecommunications services. Consumers may be more psychologically receptive to "life-saving" CSR messages (such as the 'One4Life' cardiac surgeries) when they are associated with a health product, like water, compared to service-based industries. The findings also reveal a nuance when compared to Wekesa (2024), who noted that only about 28% of Ghanaian consumers actively consider CSR initiatives when choosing products.

The fact that Awake Mineral Water has achieved such high awareness (91.8%) and positive perception suggests the brand is exceeding the typical Ghanaian market standard. It indicates that the 'One4Life' campaign has effectively broken through the general apathy or low awareness that usually characterises the market.

5.1.2 Awareness of 'One4Life' and Brand Outcomes

This section addresses the second objective: to evaluate how consumer awareness of the 'One4Life' initiative influences brand development outcomes, specifically brand trust and recommendation intention.

5.1.2.1 Interpretation of Findings

The findings on awareness offer the strongest evidence of the study. The data showed a clear divide between consumers who were aware of the 'One4Life' initiative and those who were not.

Brand Trust: Consumers aware of the initiative reported significantly higher trust levels ($M = 4.10$) compared to the unaware group ($M = 3.32$), with a large effect size ($d = 0.92$).

Recommendation Intention: The gap was even more pronounced for advocacy, with 'aware' consumers reporting a mean of 8.17 versus 6.02 for 'unaware' consumers ($d = 1.12$).

These findings empirically support Porter and Kramer's (2011) concept of "Creating Shared Value" within the Ghanaian context. By integrating a social cause (cardiac health) into the product's revenue model, Awake Mineral Water has successfully generated economic value (such as loyalty and advocacy) from social value. The high Recommendation Intention indicates that the initiative has transformed the product from a simple commodity into a "badge" of social identity,

where consumers feel motivated to endorse the brand because it resonates with their personal values. From the Stakeholder Theory perspective, this increase in trust among the 'aware' group can be grounded in Stakeholder Theory (Freeman, 1984). Freeman suggests that a firm's long-term sustainability depends on managing relationships with all key stakeholders, not solely shareholders. By actively addressing a critical community need, funding cardiac surgeries for the underprivileged, Awake Mineral Water has broadened its responsibilities beyond profit maximisation to include societal welfare. This strategic approach signals to consumers (who are also key stakeholders) that the company shares their values. As a result, the transaction shifts from merely purchasing a commodity to engaging in a relational exchange, where consumers reward the firm's "good corporate citizenship" with increased trust ($M = 4.10$) and advocacy ($M = 8.17$). The initiative effectively affirms the firm's legitimacy in the eyes of the public, fostering the 'relational trust' Freeman describes as essential for sustainable business operations.

5.1.2.2 Convergence with existing literature

The strong relationship between CSR awareness and brand development observed here resonates with recent empirical studies across the African beverage sector, suggesting a regional trend where consumers reward "good corporate citizenship."

On the regional level, the results closely align with those of Adebisin and Fatokun (2024), who found that certain CSR activities by the Dangote Group in Nigeria directly enhanced brand loyalty. Likewise, Ibrahim and Abubakar (2020) showed that in Nigeria's food and beverage sector, well-planned CSR communications mainly drive organisational image. This similarity suggests that in West African markets, where government social safety nets may be limited, corporate actions in critical sectors, such as health (like Awake's cardiac surgeries), are viewed as vital, leading to stronger loyalty than in more developed markets. The findings also support Maldonado-Guzman

et al. (2017), who demonstrated that CSR initiatives significantly enhance brand image when the impact is tangible. Awake's approach of sharing specific donation figures and patient stories likely enhances this effect, as it shifts CSR from an abstract concept of "goodwill" to a concrete demonstration of "impact." Additionally, the study aligns with research on Uganda Breweries Limited, where Richard and Sam (2025) found that consumers who viewed the brewery's CSR activities favourably were much more likely to show brand loyalty. This suggests that a reliable connection exists between CSR and loyalty across the African beverage industry, encompassing both alcoholic and non-alcoholic products.

5.1.2.3 Divergence and nuance

While the positive impact of awareness is evident, the literature indicates that awareness alone is often insufficient, highlighting the exceptional success of the 'One4Life' campaign. Khan and Fatma (2019) argue that consumer perception of CSR alone often does not suffice to secure brand loyalty; it requires mediators such as reputation and trust to be effective. The current study's findings diverge slightly from this caution by revealing a very direct and strong link between mere awareness and intention to recommend. This suggests that the nature of the cause (saving lives) may be so compelling that it bypasses the usual trust-building process, promoting advocacy more directly than typical environmental or administrative CSR efforts. Orazi and Chan (2020) caution that vague or imprecise CSR claims can generate "green scepticism," where awareness actually undermines trust. The fact that Awake Mineral Water avoids this trap (as shown by the high trust scores) suggests that their communication strategy, likely owing to its transparency regarding donation mechanisms (1-2 pesewas per bottle), has effectively shielded the brand from the scepticism often observed in the marketplace. The high awareness levels (91.8%) identified in this study contrast with Wekesa (2024), who observed that general consumer consideration of CSR in

Ghana is often low (around 28%). This divergence emphasises that Awake Mineral Water is an outlier. It indicates that the brand has achieved a level of "breakthrough" visibility that is not typical of the average Ghanaian company, likely due to the high emotional stakes associated with the specific cause (heart surgery) compared to more generic corporate giving.

5.1.3 Awareness and Emotional Responses (PANAS)

This section interprets the findings regarding the third objective: to assess how awareness of the 'One4Life' initiative affects consumers' emotional responses. Utilising the standardised PANAS scale, the study sought to determine if CSR acts as an emotional catalyst for the brand.

5.1.3.1 Interpretation of the findings

The investigation yielded a split result that highlights the distinct ways CSR influences human emotion.

Positive Affect: Awareness of the initiative acted as a powerful driver of positive emotion. Consumers aware of 'One4Life' reported significantly higher positive affect scores ($M = 4.00$) compared to those unaware ($M = 3.37$), with a very large effect size ($d = 1.15$). This suggests that the initiative successfully evokes "moral elevation", feelings of inspiration, pride, or enthusiasm associated with the brand.

Negative Affect: Conversely, awareness had no statistically significant impact on reducing negative affect ($p = .253$). The mean scores were nearly identical (Aware: 1.11 vs. Not Aware: 1.14).

These results indicate that the 'One4Life' initiative acts more as an "emotional enhancer" than a "negativity buffer". The campaign creates added value by making consumers feel good through utilitarian pleasure, but it doesn't necessarily eliminate negative feelings, mainly because the baseline negative emotion toward a mineral water brand is already very low, demonstrating a "floor effect" as explained in sections 5.1.3.3.

5.1.3.2 Convergence with existing literature

The finding that CSR awareness enhances positive emotions aligns with the Utilitarian perspective (Mill, 1863) used in this study's framework. By contributing to the greater good (saving lives), the brand creates "utility" not only for the beneficiaries (patients) but also for observers (consumers), who experience emotional satisfaction from supporting an ethical cause. The results align with those of Romani, Grappi, and Bagozzi (2013), who found that authentic CSR triggers specific "moral emotions," such as gratitude and pride. These positive emotions differ from simple satisfaction; they are active, high-arousal states that motivate prosocial behaviour (such as making recommendations). The findings also support Jin and Lee (2019), who suggest that perceived CSR activities produce a "halo effect" in consumer evaluations. In this study, the halo is measured by the increase in Positive Affect among consumers aware of the 'One4Life' initiative. This interpretation reinforces the idea that CSR initiatives boost favourable emotional responses, strengthening brand equity through emotional pathways. Knowing that Awake Mineral Water saves lives makes the brand experience feel emotionally richer, validating Amo-Mensah's (2021) claim that health-focused CSR in Ghana fosters deep emotional bonds. The high reliability of the Positive Affect scale ($\alpha = .910$) in this African setting reflects the original validation by Watson, Clark, and Tellegen (1988), confirming that the tool is effective for measuring CSR-induced emotional states across different cultural contexts.

5.1.3.3 Divergence and nuance

The minimal effect on Negative Affect warrants a nuanced discussion, as it challenges the assumption that CSR "protects" brands from negativity. This lack of impact can be attributed to a statistical "floor effect". In this study, the average Negative Affect score for the "unaware" group was very low ($M = 1.14$ on a 1-5 scale). Since consumers typically do not hold "hostile" or "jittery" feelings toward neutral products like mineral water, baseline negativity was minimal. Consequently, there was little room for the 'One4Life' initiative to further lower these scores. The "floor effect" occurs when responses cluster at the lowest value, reducing variability and masking potential differences. In CSR research, this effect is particularly relevant in industries with a negligible baseline level of consumer hostility (as in this study), contrasting with Shao et al. (2022), who argue that CSR can reduce negative feelings. However, their focus is often on industries with higher baseline negativity (e.g., oil, banking) or during crises.

The findings also reinforce the psychological theory that positive and negative affect are orthogonal (independent) dimensions, not opposite ends of a single spectrum (Watson et al., 1988). Increasing the "good" does not automatically decrease the "bad". Chang (2011) points out that health charities can sometimes cause "defensive processing" or guilt if their messages are too distressing, such as those that show very sick children. While Awake's campaign boosted positive feelings, the serious nature of cardiac surgery may hinder a completely "carefree" emotional response, which explains why negative emotions like distress stayed steady instead of disappearing entirely.

5.2 Recommendations of the Study

Based on the empirical findings of this study, the following recommendations are advanced to guide managerial practice, policy formulation, and future scholarship.

5.2.1 Managerial Recommendations

To maximise brand development and consumer trust, marketing managers and organisational leaders should consider the following:

1. **Prioritise Consistency in CSR Communication:** Organisations should increase the frequency of CSR-related messaging. As the findings indicate that regular exposure significantly improves consumer perceptions, a sporadic approach is less effective than a sustained communication strategy.
2. **Focus on Awareness Generation:** Since awareness is a strong predictor of both brand trust and recommendation intention, firms must invest in clearer, multi-channel dissemination of their CSR initiatives to ensure they reach the target demographic.
3. **Leverage Emotional Storytelling:** Marketing content should go beyond statistics by highlighting human stories and tangible social impact. This approach fosters pride and inspiration, deepening the emotional connection between the consumer and the brand.
4. **Integrate CSR into Brand Identity:** Rather than treating CSR as a peripheral activity, organisations should integrate it into the core product identity. This serves as a key differentiator in competitive markets, signalling distinct ethical value to consumers.

5.2.2 Policy Recommendations

For regulators and industry associations, the study recommends:

1. **Mandate Transparency:** Policymakers should promote or mandate transparency in CSR reporting to mitigate scepticism and strengthen overall consumer trust in the sector.
2. **Support Cause-Related Marketing:** Industry bodies should support marketing strategies that align business operations with societal needs, creating a regulatory environment that rewards ethical business practices.
3. **Facilitate Cross-Sector Partnerships:** Government bodies should actively encourage and facilitate partnerships between private firms, the public sector, and NGOs to scale CSR initiatives for greater, sustainable social impact.

5.2.3 Academic Recommendations

To advance the body of knowledge regarding CSR and brand management, future research should:

1. Replicate this study across diverse sectors within Ghana (e.g., telecommunications, banking, or manufacturing) to validate the generalisability of the findings.
2. Construct and test comprehensive brand development models that integrate CSR variables alongside traditional metrics such as price, service quality, and distribution efficiency.

5.3 Limitations of the Study

While this study offers strong empirical evidence on the impact of CSR on brand development, several limitations inherent in the research design and methodology must be recognised to contextualise the findings.

1. The study used a cross-sectional survey capturing data at one time, identifying correlations between CSR awareness and brand outcomes. While it shows an association with higher trust, it cannot establish causality, as trusting consumers may pay more attention to CSR messages. A longitudinal study would be necessary to track changes in perception over time.
2. The study focused on adult consumers in Accra, Ghana's capital, known for high media visibility and internet access, which likely increased awareness levels. As such, the findings may not be applicable to rural or semi-urban areas where media habits differ and access to information about the 'One4Life' initiative is lower. The results mainly reflect the urban consumer experience.
3. Although 500 respondents were statistically chosen using Cochran's formula for robustness, the study used non-probability sampling (purposive and quota). This method collected relevant data from active consumers but limits generalisability to Ghana's population. Choosing high-traffic vendors may have introduced bias, favouring regular brand patrons.
4. Self-reporting on emotional responses and ethics may be biased by social desirability, with respondents possibly overstating positive feelings or ethical concerns to seem better. Despite anonymous surveys, high positive scores could indicate idealised responses rather than real behaviour.

5.4 Conclusion

This study aimed to empirically evaluate the impact of Corporate Social Responsibility (CSR) on brand development within Ghana's mineral water sector, with a specific focus on Awake Mineral Water's 'One4Life' initiative. Driven by the need to understand how philanthropic efforts influence consumer behaviour in mineral water markets, the research explored the relationship

between advertising exposure, awareness of the initiative, emotional reactions, and brand development metrics among urban consumers in Accra.

The results provide strong evidence that CSR is no longer a peripheral corporate activity but a key driver of brand development. The study found that regular exposure to CSR messages significantly improves consumer perceptions, acting as a crucial signal of corporate integrity. Most notably, awareness of the 'One4Life' initiative was a transformative factor, significantly increasing brand trust and recommendation intentions, effectively turning everyday consumers into brand advocates. Additionally, the investigation into emotional responses showed that while the initiative may not necessarily buffer against negative feelings, it greatly boosts positive emotions, fostering feelings of pride and inspiration that strengthen the consumer-brand connection.

In conclusion, the success of the 'One4Life' initiative demonstrates a mutually beneficial relationship between profit and purpose. By embedding social impact into the core product proposition, Awake Mineral Water has effectively differentiated itself in a competitive market. This research confirms that when companies genuinely align their operations with the welfare of their stakeholders, they foster a resilient brand built on trust, emotional connection, and shared benefits.

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APPENDIX

SURVEY QUESTIONNAIRE

Section A: Informed Consent

Thank you for considering participation in this research study titled "Assessing the Impact of Corporate Social Responsibility (CSR) on the Brand Development of Awake Mineral Water." This study, conducted by researchers at the University of Media, Arts and Communication, aims to evaluate how Awake Mineral Water's 'One4Life' initiative, which donates a portion of sales to support heart health, influences consumer perceptions, awareness, emotional responses, and brand development in Accra.

Purpose: The purpose of this study is to understand how Awake Mineral Water's CSR efforts affect its brand image, trust, and recommendation intention among urban consumers. The findings will contribute to academic research and provide insights for businesses to enhance CSR strategies.

Procedure: The survey will take approximately 10-15 minutes to complete. It includes questions about your demographics, exposure to Awake Mineral Water's CSR advertising, awareness of the 'One4Life' initiative, emotional reactions, and perceptions of the brand. The survey is available in both paper format and online through Google Forms.

Voluntary Participation: Your participation is entirely voluntary. You may choose not to participate or withdraw at any time without any consequences by closing the survey window. There are no penalties for non-participation.

Confidentiality and Anonymity: Your responses will be anonymous, and no personally identifiable information will be collected. Data will be stored securely on password-protected servers and used solely for research purposes. Only aggregated results will be reported in the study findings.

Risks and Benefits: There are no anticipated risks associated with this study. Your participation may contribute to a better understanding of CSR's role in brand development, potentially benefiting businesses and communities in Ghana. No direct benefits (e.g., compensation) are provided for participation.

Rights: You have the right to ask questions about the study at any time. You may contact the research team at [email] or [phone number] for inquiries.

Consent: By checking the box below and proceeding with the survey, you confirm that you have read and understood this informed consent form, are at least 18 years old, and voluntarily agree to participate.

☐ I consent to participate in this study.

Section B: Screening Question

1. Have you purchased or are you familiar with Awake Mineral Water products?

☐ Yes

☐ No (If **No**, thank you for your time. The survey is **NOT** applicable.)

Section C: Prevalence of CSR Strategies in Media Advertising

This section asks about your exposure to Awake Mineral Water's advertisements that highlight their social responsibility initiatives, such as the 'One4Life' campaign or community water projects.

2. How often do you see advertisements for Awake Mineral Water that mention their social responsibility initiatives, such as 'One4Life' or providing clean water to communities?
☐ Never
☐ Rarely
☐ Sometimes
☐ Often
☐ Always
3. In which media do you most frequently see these advertisements? (Select all that apply)
☐ TV
☐ Radio
☐ Social Media
☐ Billboards
4. Which of the following CSR initiatives of Awake Mineral Water have you heard of? (Select all that apply)

☐ 'One4Life' for heart health
☐ Providing clean water to communities

Section D: Consumer Awareness of 'One4Life'

This section explores your knowledge of Awake Mineral Water's 'One4Life' initiative, which donates a portion of sales to support heart health.

5. Have you heard of Awake Mineral Water's 'One4Life' initiative?
☐ Yes
☐ No

(If **Yes**, proceed to questions **6** and **7**; if **No**, skip to **Section C**.)

6. If yes, what do you know about the 'One4Life' initiative? (Select all that apply)
☐ It donates to support heart health
☐ It provides clean water to communities

☐ It supports education

7. How did you learn about the 'One4Life' initiative? (Select all that apply)

☐ TV

☐ Radio

☐ Social Media

☐ Friends/Family

Section E: Emotional Impact

This section measures how you feel when thinking about Awake Mineral Water's 'One4Life' initiative, which donates a portion of sales to support heart health. Please indicate to what extent you experience each emotion listed below.

(For each emotion, rate on a scale from 1 to 5: 1 = Not at all, 2 = A little, 3 = Moderately, 4 = Quite a bit, 5 = Extremely)

Positive Emotions

- | | | | | | |
|------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 8. Interested | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 9. Excited | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 10. Strong | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 11. Enthusiastic | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 12. Proud | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 13. Alert | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 14. Inspired | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 15. Determined | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 16. Attentive | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 17. Active | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |

Negative Emotions

- | | | | | | |
|----------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 18. Distressed | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 19. Upset | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 20. Guilty | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 21. Scared | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 22. Hostile | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 23. Irritable | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 24. Ashamed | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 25. Nervous | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 26. Jittery | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |
| 27. Afraid | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 | ☐ 5 |

Section F: Brand Development

This section assesses your perceptions of Awake Mineral Water's brand.

28. How much do you trust Awake Mineral Water's brand?

- ☐ 1 (Not at all)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Completely)

29. How likely are you to recommend Awake Mineral Water to others?

- ☐ 1 (Not at all likely)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Extremely likely)

Section G: Demographic Information

Please provide the following information about yourself to help us understand our respondents better.

30. What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

31. What is your gender?

- ☐ Male
- ☐ Female

Conclusion

Thank you for completing this survey! Your input is invaluable in helping us understand how Awake Mineral Water's social responsibility efforts contribute to its brand development in Ghana.