

**GHANA INSTITUTE OF JOURNALISM**

**SCHOOL OF GRADUATE STUDIES AND RESEARCH**

**INCREASING GHANAIS' AWARENESS OF LEBANESE BUSINESSES'  
CORPORATE SOCIAL RESPONSIBILITY EFFORTS THROUGH PARTICIPATORY  
COMMUNICATION IN GHANA.**

**BY**

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**(MADC20034)**

**A DISSERTATION SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND  
RESEARCH IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE  
AWARD OF A MASTER OF ARTS DEGREE IN DEVELOPMENT  
COMMUNICATION.**

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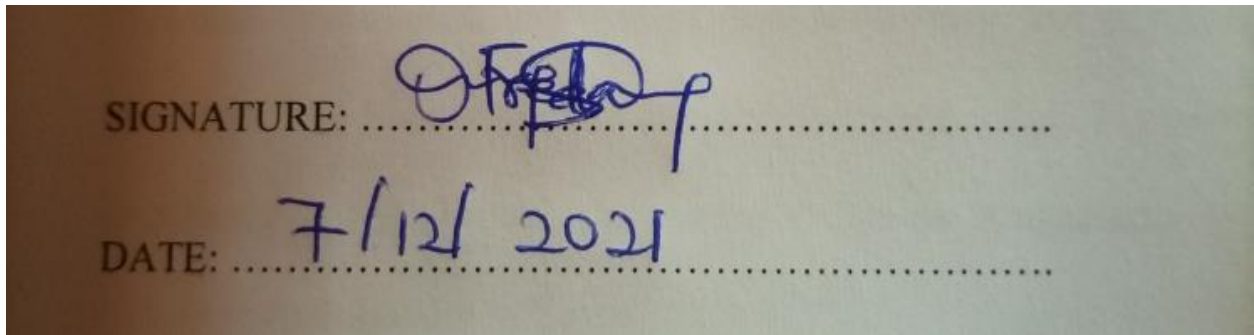
**NOVEMBER, 2021**

**DECLARATION**

**STUDENT'S DECLARATION**

I, Freda Ohenewaa Solomon declare that this thesis is my original work, and it has not been submitted for a degree anywhere in part or whole. All quotations and references in this thesis have been properly acknowledged.

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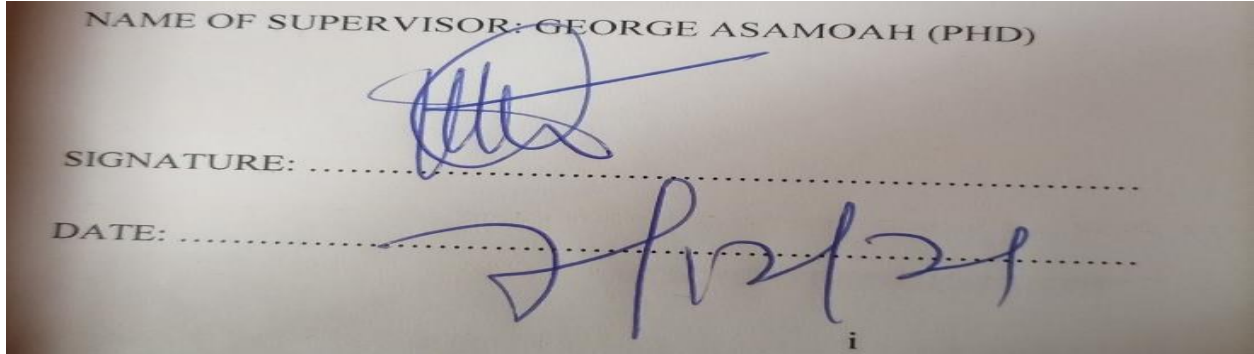
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I hereby certify that the preparation and presentation of this work was supervised in accordance with the guidelines of supervision laid down by the Ghana Institute of Journalism.

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## **DEDICATION**

First and foremost, I devote this scholarly effort to God, without whom I would not be able to complete it. The daily prayers for strength, perseverance, and courage to get through this experience were fulfilled. I also want to express my gratitude to my parents, Mr. and Mrs. Solomon, for their financial assistance.

This work is also dedicated to the Lebanese Embassy and members of the Lebanese Community in Ghana, who have supported me during my schooling. My heartfelt gratitude goes out to His Excellency Ali H. Halabi, the former Lebanese Ambassador to Ghana who is currently the Lebanese Ambassador to Egypt.

To cap off many long hours and the never-ending strain to fulfill timeframes and deadlines, I finally dedicate this work to myself. It was a challenging but ultimately rewarding experience.

## **ACKNOWLEDGEMENTS**

I'd like to convey my heartfelt gratitude to George Asamoah (PhD), my thesis supervisor, for his support and constructive criticism.

Madam Ewuradjoa Sangmuah-Tabbicca (senior lecturer), my boss, deserves my sincere appreciation for her guidance and contributions to my education. People like her are hard to find, and when you do, you know you've struck gold. Thank you for your kindness.

Also, I'd like to thank two friends, Daniel Boateng and Joseph Ankobiah, for their assistance and guidance in completing this project. Thank you, for being so amazing.

Thank you to everyone who took the time to fill out this survey. I can't forget about all of my friends who have pushed me forward and served encouragement.

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## **LIST OF ABBREVIATIONS**

CSR	Corporate Social Responsibility
EE	Entertainment-Education
ILO	International Labour Organization
ISMA	International Social Marketing Association
OECD	Organisation for Economic Co-operation and Development
PC	Participatory Communication
PARIS21	Partnership in Statistic for Development in the 21 <sup>st</sup> Century
SM	Social Mobilisation
UNICEF	United Nation Children's Fund

## **ABSTRACT**

This study is aimed at increasing Ghanaians' awareness of Lebanese business CSR commitments through participatory communication in Ghana. Hence, the study also aimed at determining whether Ghanaians are in favor of participatory communication as a means of raising awareness of Lebanese businesses' CSR efforts in Ghana. Recognition of CSR activities by the Lebanese businesses in Ghana is on the low. Participatory communication is regarded as a way for increasing awareness of an issue and it comes with different communication strategies. The purpose of this study is also to allow the Lebanese businesses know what Ghanaians expect from them when it comes to CSR. The study adopts a quantitative approach where 200 respondents were sampled from social media platforms for a survey. The findings showed that indeed most Ghanaians are not aware of Lebanese businesses CSR commitments and also most of them agree that their communication on their CSR commitments is inadequate. Also, the findings showed that, most of the participants are in favor of participatory communication as a way of increasing Ghanaians' awareness of their CSR efforts and believed it is necessary for beneficiaries to be involved in a Lebanese company's CSR project

## **CHAPTER ONE (1)**

### **INTRODUCTION**

#### **1.1 Background to the Study**

In today's era of globalisation and competitive business environment, it is deemed necessary for businesses to engage in corporate social responsibility (CSR) especially in the locality of their operation. After some initial conversations in the 1950s drew public attention, the drive for corporations to assume obligations beyond those owed to their shareholders took off in the 1960s' (Carroll and Brown, 2018). CSR is a company's relationship with society as a whole, as well as the requirement for companies to align their principles with societal expectations.

The concept of CSR believes that a business operates in a larger social environment and within a specific time frame (Jurkowska-Gomulka, Kurczewska and Bilan, 2021). CSR has been a contentious topic in recent years as some writers like Friedman (1970) have accepted the thought that a business should not be concerned with social responsibility. Should companies try to tackle societal issues? Should businesses exist solely to maximize profits? Both sides of the CSR argument have been viciously criticized and strongly defended to a significant extent. Studies by Patrizia, 2012; Zychlewicz, 2015 and Ksiezak, 2016 and have shown that being socially responsible benefits both businesses and the society. According to Carroll (1999), one of the proponents of CSR models, the concept of CSR has altered substantially from its inception in the 1950s. With the release of Howard R. Bowen's book "Social Responsibilities of the Businessman"

in 1953, the notion of CSR became official in the 1950s (Jhavar and Gupta, 2017). Between the 1950s and 1960s, it was referred to as "Social Responsibility of Businessmen" (Brown, 1953; Davis, 1960; Frederick, 1960), which meant the responsibility of businessmen to pursue policies, make decisions, or follow lines of action that are needed in terms of society's objectives and values.

CSR has obviously increased among businesses in the world (such as Microsoft, Google, Coca-cola and Starbucks) and Ghanaian businesses are no exception. The Ghanaian market sphere has grown competitive over the years and the business environment is always exploring and discovering something new to retain and attract more consumers and aid in economic development of the nation. Companies presently appear to be competing with one another by publicly demonstrating their concern for environmental and social ethical issues such as global warming, waste management, poor health conditions, child abuse and so on. MTN Ghana and the Despite Group of Companies have made significant contributions to Ghana's sustainability and development through corporate social responsibility. Foreign-owned businesses in Ghana, such as those of the Lebanese, have also embraced CSR.

Currently, CSR practices and strategies of Lebanese businesses in Ghana is on the rise. The Lebanese businesses have contributed significantly to Ghana's economic development and are an integral part of the country's society (Marfo, 2012), with many of them considering themselves to be more Ghanaian than Lebanese. The total population of the Lebanese in Ghana is difficult to measure with many of them having earned Ghanaian citizenship (IOM, 2019). According to Gyasi (2011) as cited by Marfo (2012), some of the Lebanese are now fluent in certain Ghanaian language like Twi and have settled down with Ghanaian increasing the number of offspring of

Ghanaian-Lebanese ancestry. Most businesses in Ghana are owned and run by Lebanese people, who compete successfully with global corporations and Ghanaian businesses. Lebanese businesses in Ghana includes Interplast Ghana, The Finatrade Group of Companies, Maria's Restaurant, Zakhem Construction Ghana Ltd and Rana Motors. They are, without a doubt, major contributors to the development of the economy of Ghana. (OECD and ILO, 2018).

As corporate social responsibility has grown in popularity, experts have realized that many CSR initiatives require more than just disseminating information about them—public engagement is crucial to the success of many CSR programs, as the public is either needed as supporters or is the ultimate target audience whose behavior the program seeks to influence (Lee, Zhang, and Abitbo, 2019). The most critical part of CSR is communication (Ali, Bicho and Jimenez-Zarco, 2015). To put it another way, for firms to gain the benefits of their good deeds, CSR must be accompanied with CSR communication (Afandi, Jamal and Saad, 2021). CSR communication, as defined by Afandi, Jamal, and Saad (2021), is “a method of interacting with stakeholders to inform them about a company's CSR strategy on economic, social, and ecological through communication channels.”

Organizations are finding it more challenging to interact with their stakeholders in a significant way in recent years, and with the emergence of a plethora of new media and information, businesses are battling for stakeholder attention (Maltseva, Fieseler and Trittin-Ulbrich, 2019). One technique for managing the organization's connection with its stakeholders is to actively engage in a discussion with them (Schmeltz, 2017). As a result, it's vital to begin a dialogue with stakeholders so that the company may learn about their various expectations (Agudo-Valiente, Garcés-Ayerbe and Salvador-Figueras, 2015), as well as get feedback on how CSR operations are

perceived and the communication process' success (Testarmata, Fortuna and Ciaburri, 2018). Increasing CSR knowledge by disseminating it to a wide range of stakeholders can be a crucial strategy for ensuring CSR's value relevance (Kim and Kim, 2019). Its communication, on the other hand, must not be subpar.

Communication is frequently forgotten in the field of CSR (Sanil and Ramakrishnan, 2015). Companies must not only be socially responsible, but they must also communicate their actions to their target audience in order to raise awareness. If CSR initiatives are adequately conveyed to stakeholders, they can produce gratifying results. As a result, businesses must determine which strategy is best for them.

## **1.2 Statement of the Problem**

Businesses have noticed their responsibility to the society and they are striving to become good corporate citizens by engaging in CSR activities. Companies have increasingly embraced CSR and sustainability in recent decades, and communicating such goals and programs has become a significant problem for them (Koep, 2017). It is problematic that there is little research on Lebanese businesses' CSR activities and as a result has led to CSR activities undertaken by Lebanese businesses in Ghana not highly recognised. In a preliminary interview in 2021 with the former Lebanon ambassador to Ghana, Mr. Ali Halabi, the Finatrade Group of Companies owned by the Lebanese gave for more than ten years thousands of scholarships to Ghanaians who were studying agriculture engineering and also trained thousands of people in villages for agricultural

work. The ordinary Ghanaians, he claims, were well aware that Finatrade was handling the affairs, but they were unaware that Finatrade was owned by the Lebanese.

Prior papers concerning the immigrant businesses in Ghana (Marfo, 2012; Malki, 2013; OECD/IOM, 2018 and IOM, 2020) talks about how they help in the economic development of Ghana but, studies on how to increase Ghanaian's awareness of CSR activities carried out by immigrant businesses through communication are limited. Also, there are no known communication strategies recommended to tackle the issue of raising Ghanaian's awareness of CSR by the immigrant businesses. This necessity for this to be done can be linked with Ayaji and Mmutle (2021) argument that, CSR is only effective when stakeholders are aware of a company's CSR activities. Agyekum (2015) on the other hand postulates customers with a high level of awareness of CSR programs have a favourable perception of companies that are socially responsible, which influences their product assessment and buying decision. Effective CSR communication requires a defined plan that considers both opportunities and threats to the brand, as well as communications tailored to diverse stakeholder groups (Sanil and Ramakrishnan, 2015).

To fill this gap, this research will investigate whether Ghanaians support participatory communication as a way of enhancing the awareness of Lebanese businesses' CSR commitments. From this, Lebanese businesses should consider utilizing the various participatory communication strategies to raise awareness of their CSR commitments.

### **1.3 Objectives of the Study**

- To ascertain the level of Ghanaians awareness of Lebanese businesses' CSR initiatives.

- To investigate whether Ghanaians support participatory communication as a way of enhancing awareness of Lebanese companies' CSR commitments.
- To determine what CSR activities Ghanaians expect from Lebanese businesses.

#### **1.4 Research Questions**

- What is the level of Ghanaians' awareness of CSR initiatives by Lebanese businesses in Ghana?
- Do Ghanaians support participatory communication as a way of enhancing the awareness of Lebanese businesses' CSR commitments?
- What CSR activities do Ghanaians expect from the Lebanese businesses?

#### **1.5 Significance of the study**

CSR plays a critical role in instilling a favorable attitude in consumers. As a result, all Lebanese businesses can use this study to increase the awareness of their CSR in Ghana and other parts of the world. This study will also help Lebanese businesses better understand Ghanaians' expectations regarding CSR initiatives they should be implementing, and it will add to the current literature on Lebanese studies in Ghana. Future researchers will benefit from this study because they will be able to obtain information that they may require for their studies, and some of their research questions may be addressed as a result of it.

## **1.6 Scope of the Study**

The primary purpose of this study is to increase the awareness of Lebanese businesses CSR commitments through participatory communication in Ghana. From this, the study aimed to investigate whether Ghanaians support participatory communication as a way of enhancing Ghanaians' awareness of Lebanese companies' CSR. Questionnaires were used to collect the data via online. Both primary and secondary data were used in this research. The responses from the selected sample were included in the primary data. All peer-reviewed articles published in the last ten years was included in the secondary data for literature review. The research took place over the course of six months. Responses were demanded from the citizens and the findings and recommendations will be used by other academics as a guide.

## **1.7 Organisation of Chapters**

This research is broken into five chapters in order to meet the study's goals. The first chapter covers the background to the study, as well as the statement of the problem, research objectives, research questions, and the study's scope and significance. The second chapter reviews the existing literature and discusses the theoretical framework that defines the study's parameters. The study's methodology is detailed in the third chapter. The fourth chapter examines the study's findings, while the fifth chapter contains the study's recommendations and conclusion of the whole study. References forms the part of last section.

## 1.8 Definition of Terms

**Corporate Social Responsibility:** A self-regulatory business model that allows a business to be socially accountable to itself, its stakeholders, and the general public (Fernando, 2021).

**Awareness:** The state of being mindful of something or a situation. In the context of this study, awareness refers to how well customers are knowledgeable of Lebanese companies' CSR initiatives.

**Stakeholder:** A person who is interested in or concerned about something, particularly a business.

**Communication strategy:** a plan for communicating with your target audience about a certain initiative, event, or intervention.

**Participatory communication:** an interactive procedure that allows stakeholders to express themselves; it is a communication approach that involves people in the decision-making of a development process.

## **CHAPTER TWO (2)**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Are Ghanaians aware of Lebanese businesses corporate social responsibility? Do Ghanaians support participatory communication as a way of enhancing the awareness of Lebanese companies' CSR? The overarching objective of this study is to help increase the awareness of CSR carried out by the Lebanese in Ghana by exploring various participatory communication strategies.

#### **2.2 Theoretical Review**

According to Kuvina (2018), “theoretical framework is a structure that summarizes concepts and theories developed from previously tested and published information and synthesized to provide a theoretical context, or basis, for data analysis and interpretation of the meaning contained in research data.” Theories facilitate explanations regarding why and how things occur as they do, what is going to happen given the way things are, and what actions can be taken to make things turn out in some desired way. This research, heavily focused on the Carroll model of CSR and the stakeholder theory.

##### **2.2.1 Carroll’s Model of CSR**

Carroll (1991) propounded this model. Carroll posits that CSR be separated into four responsibilities: economic, legal, ethical, and philanthropic. According to Carroll, “CSR encompasses the economic, legal, ethical and discretionary expectations that society has of

organisation at a given point in time” (Carroll 1979, 1991). In order to examine which responsibility Ghanaians, expect most from Lebanese businesses when it comes to CSR, this study will leverage on this model to know which of the four responsibilities of CSR Ghanaians consider more as CSR.

**Figure 1: Carroll’s CSR Pyramid**



**Carroll's model of CSR pyramid (source: ResearchGate.com, 2016)**

### **2.2.1.1 Economic Responsibility**

The social responsibility of corporations has long been connected with their financial accountability. Businesses are now considered corporate citizens who abide by the act and set of laws enacted by national and local governments (Hossain, 2017). The pyramid model is built on the foundation of economic responsibility. Maintaining economic accountability means ensuring that the purchase helps both the territory where it was made and the territory where it is sold

(Hossain, 2017). According to Ahmed (2019), Carroll asserted that enterprises had an economic commitment to generate goods and services. The economic component suggests that society expects enterprises to make a profit by producing and selling goods and services. To fulfill their economic commitment to society, corporations should provide goods and services that society desires at affordable costs. In addition, they must compensate their employees, create shareholder value, and safeguard the interests of other stakeholders.

### **2.2.1.2 Legal Responsibility**

Legal duties are those that are prescribed by the government, and businesses must adhere to them strictly and consistently. Businesses must function on the basis of these legal requirements (Hossain, 2017). Society demands companies to earn profit for its efficiency and productivity, just as it demands companies to abide by the law, which reflects the fundamental rules of the system by which companies are supposed to operate (Ahmed, 2019). According to Carroll, it is critical legal duty is carried out in a manner that is consistent with government expectations and laws that adhere to numerous federal, state, and municipal standards. A successful business should be recognized for upholding its legal commitments.

### **2.2.1.3 Ethical Responsibility**

Ethical challenges in society and business have existed for centuries, but the area of business ethics began to take shape in the 1980s; avoiding things that hurt society, respecting stakeholders, and averting societal injury are examples of such responsibilities (Okoro, 2017). Ethical responsibility refers to the types of behaviors and ethical standards that society expects firms to follow; this

includes acts and activities that go above and beyond what the law mandates (Ahmed, 2019). Carroll defines ethical responsibility as “a concern for what consumers, employees, shareholders, and the community regard to be fair, just, or consistent with the respect or protection of stakeholders' moral rights.” He also thinks that a company's performance is determined by how consistently it supports morals and ethical standards.

According to ethical responsibility, corporate integrity and ethical behavior should extend beyond the requirements of laws and regulations. If a company acts in an economically and legally sound manner, it must also perform morally. Given the fact that ethics is not written into law, Carroll believes that corporations must act in a fair and equal way. Profit-making businesses can contribute to economic progress, but they must follow regulations, be ethical and moral, and be good corporate citizens (Alfakhri, Nurunnabi, Alfakhri and Hossain, 2020). If a company practices good corporate citizenship, its activities may be trusted (Thomas and Tahir, 2019).

#### **2.2.1.4 Philanthropic/ Discretionary Responsibility**

Discretionary/philanthropic duty refers to acts and procedures that corporations do willingly but for which society does not establish a defined norm as it does for ethical responsibility (Ahmed, 2019). When a firm does philanthropic responsibility, it acts as a good corporate citizen by giving back to society and improving people's lives (Hossain, 2017). Philanthropic endeavors, like donations, educational scholarships, or donations to communities, are instances of business offerings in the form of cash resources. Charity races or the construction of day-care centers in the workplace could potentially be examples (Hossain, 2017).

Carroll believes that it is vital for managers and employees to engage in volunteer and charitable endeavors in their local communities, especially in initiatives that improve the quality of life in those communities. Society expects businesses to donate money, facilities, and employee time to humanitarian activities, nonetheless, society does not consider the business as unethical if it does not meet these requirements (Fadun, 2014, Hossain 2017 and Ahmed, 2019). As a result, they were given the designation of discretionary (Ahmed, 2019). In this function, businesses will consider the societal concerns that have arisen.

### **2.2.2 Stakeholder Theory**

Stakeholder management has grown to be one of the most important aspects of CSR over the last three decades (Carlsson and Högsten, 2011). Stakeholder theory was first described in 1984 by Dr. F. Edward Freeman in his book “Strategic Management: A Stakeholder Approach.” This theory posits that a business’ real success lies in satisfying all its stakeholders, not just those who might profit from its stock. Scholars like Milton Friedman opposes this view because he believes that businesses should satisfy only its shareholders. Nonetheless, the stakeholder theory is one of the most commonly used theory when it comes to CSR aside the Carroll’s pyramid. CSR is linked to the environment in which it operates as well as to its stakeholders. Stakeholders comprises of those who affect and can be affected by actions of a business (Freeman, 1984) and are a key factor for the success of CSR practices.

This study included the stakeholder theory because when implementing a CSR initiative using the stakeholder model, there is room for interactions with consumer, vendors, staff, creditors and

societies (Ahmad and Zhang, 2021). Through interaction with people, awareness would be created on specific issues. Studies by Janson, Ernst, Lehmann and Leimeister, 2014; Sato and Ballinger, 2012; Matitaputty, Hastuti, Christie and Rahutami, 2017 and Charleer, Klerkx, Santos and Duval, 2013 prove this assertion. This way, Lebanese firms will understand the nature of their Ghanaian consumers.

Without the engagement of stakeholders, knowledge, skills, loyalty the organisation would not achieve its objectives (Nikolova and Arsic, 2017). Consumers are said to be the most important stakeholders according to several authors. For instance, according to Freeman (1984), consumers are the stakeholders who are frequently affected by a business' attainment of objectives. For this reason, the stakeholders in this study also refers to Ghanaian consumers of Lebanese businesses' product. While interacting with them, it paves way to draw attention to their CSR. Interaction in this context means the particular strategy or channel Lebanese businesses communicates and directly involve beneficiaries in CSR projects.

Several companies compete for stakeholders. CSR has a positive effect and gives a business a competitive advantage (Michael and Buler, 2016). In the competitive world, stakeholders always respond positively to CSR initiatives (Tahir and Mubarak, 2021). Also, according studies (Isa and Kitt, 2015; Damjanovic, 2017; Stanisavljevic, 2018; Servera-Frances and Piqueras-Tomas, 2019 and Tahir and Mubarak, 2021), CSR engagement also has an impact on consumer loyalty. For this reason, it is important for companies to make people aware of their CSR activities.

### **2.2.3 How These Theories Are Integrated in The Study**

The Carroll model of CSR aids in understanding the responsibilities of CSR. It helps Lebanese businesses know which kind of CSR activity Ghanaians prefer or expect more from the four responsibilities. Stakeholder theory's function in CSR is not only to get managers to think about the best overall outcome for society, but also to think about how the company's stakeholders' interests might be met. This theory is reflected in the communications strategies endorsed in this study. To elaborate further, the element of interaction between businesses and their stakeholders and stakeholder involvement which is found in the stakeholder theory is also reflected in participatory communication and its strategies

## **2.3 Conceptual Review**

### **2.3.1 The Concept of Corporate Social Responsibility**

In practice, CSR is defined as an organization's commitment to assisting society by reducing its negative consequences while boosting its positive contributions. According to Werder (2008), as cited by Kim and Lee (2018), CSR activities help define beliefs regarding institutions, such that people have favorable impressions of the organizations' corporate practices, goods, and contributions to the society. With increased understanding of CSR, it is reasonable to believe that there will be agreement on its definition. However, no agreement has yet been reached. The most promising definition of corporate social responsibility is given by Howard Bowen (1953) whom Archie Carroll (1999) refers to as “the father of corporate social responsibility” (Hamidu, Haron

and Amran, 2015). This section discusses the various explanations of corporate social responsibility that have gained popularity throughout time.

### **2.3.1.1 CSR in the 1950s' and 1960s'**

Bowen (1953) defines CSR as “the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society.” In the 1960s' the area of CSR was broadened (Rahman, 2011). Keith Davis (1960), a well-known author during this time (Rahman, 2011) explained CSR as “businessmen's decisions and activities performed for reasons at least somewhat outside the firm's direct economic or technical interest.” William C. Frederick also contributed to the early conceptions of social responsibility in the 1960s' which he defined as businesses overseeing the functioning of an economic system that meets the public's expectation; thus, the economy's means of production should be used in such a way that output and distribution improve overall socio-economic well-being (Frederick, 1960).

### **2.3.1.2 CSR in the 1970s'**

In the 1970s' CSR definitions grew well and business individuals during that period were significantly engaged with corporate philanthropy and community relations (Rahman, 2011). Most of these scholars: Herald, 1970; Johnson, 1971; Eibert and Parket, 1973; Preston and Post, 1973; Sethi, 1975 and Carroll, 1979 explained CSR with a mutual underlying tone of caring for the society. One of the CSR pundits, Carroll (1979), for instance, defined it as “the economic, legal, ethical, and voluntary activities that society expects businesses to do at any particular time.” On

the contrary some scholars perceive otherwise and the most notable one is Friedman (1970). Friedman finds it unfair for businesses to add the responsibility of the society in addition to their role of maximizing profit. He posits that ‘the only responsibility of a business is to maximize shareholders’ wealth’. According to him as cited by Rahman (2011), there is just one social obligation of business: to use its resources and engage in activities that will raise profits as long as it follows the rules of the game, that is, as long as it competes in an open and fair manner without trickery or scam. (Friedman 1970).

### **2.3.1.3 CSR in the 1980s’**

In the 1980s’ CSR’s main issues were recast into alternate or complementary concepts, theories, models, or themes, rather than dying away (Carroll, 2008). Stakeholder theory and corporate ethics, per Masoud (2017), were two significant contrasting themes to CSR that evolved during the 1980s’ with works by Freeman, 1984, Wartick and Cochran, 1985, Evans and Freeman, 1988. In addition, Thomas M. Jones (1980) entered the CSR discussion in 1980 with an interesting perspective. He placed an emphasis on CSR as a process (Carroll, 2008) rather than a set of outcomes. Two components of this concept are crucial, according to Jones (1980), as referenced by Masoud (2017). The first component is “the obligation must be willingly chosen; behavior affected by the coercive powers of legislation or union contract is not voluntary.” The second is, “the commitment is vast, stretching further than traditional duty to shareholders to include other society groups such as consumers, employees, suppliers, and neighbors.” “In most circumstances, corporate behavior should not be assessed by the decisions that are actually taken, but by the process by which they are achieved,” Jones (1980) maintained.

Frank Tuzzolino and Barry Armandi (1981) to better explain CSR viewed it in terms of a hierarchy of needs and matched with that of Abraham Maslow's (1954) hierarchy of needs theory. To them, organisations, like individuals, had criteria that needed to be fulfilled or met, just as people do as shown in the Maslow's hierarchy. The authors perceive that organisation have physiological, safety, affiliative, esteem, and self-actualization needs that parallel those of humans as depicted by Maslow.

#### **2.3.1.4 CSR in the 1990s'**

During the 1990s' the concept of CSR gained widespread acceptance (Masoud, 2017). CSR is described by Brown and Dacin (1997) as a company's "status and activities in relation to its perceived societal stakeholders' obligation." Carroll introduces a pyramid-built CSR model in 1991 after revisiting his original work in 1979. The pyramid described the discretionary component as philanthropic suggesting that it involves corporate citizenship. The Triple Bottom Line approach by Elkington (1997) which focuses on three issues: social duty (people), environmental responsibility (the planet), and economic accountability (profit) became known (Rahman, 2011).

#### **2.3.1.5 CSR in the 21<sup>st</sup> Century**

CSR is a growing industry in the twenty-first century. Nowadays, large firms like as Mtn, Google, Starbucks, and Microsoft have full-fledged CSR sectors and employ CSR managers and advisors. The research of various literature in the twenty-first century reveals that there are numerous definitions of sustainable CSR, all of which refer to five dimensions: social, economic,

environmental, stakeholders, and voluntaries (James 2012). At least three of these dimensions are featured in the definitions of CSR provided by authors such as Holliday, 2001; Marrewijk, 2003; Jenkins, 2004; Edward, 2005; Matten and Moon, 2008 and DeVinney, 2009.

In the twenty-first century, Ghana is not left out of the global expansion of CSR. CSR efforts are carried out by companies such as MTN, Anglo Gold Ashanti, Unilever, and the Despite Group of Companies in Ghana. However, the majority of CSR research in Ghana (Bonituo, 2014; Sokro and Agbola, 2016 and Sarpong, 2017) have focused on how businesses may utilise CSR to increase profits, increase customer loyalty, and develop brand awareness. Companies that engage in CSR in developing economies like Ghana are more likely to invest in education and human capital development by renovating existing school buildings, building new school buildings, providing scholarships, providing library books, and a variety of other activities (Oppong, 2016). Research on CSR by foreign-owned businesses (Bolzani and Marabello, 2015; Hinson, Avornyo, Kuada and Asante, 2017; Abugre and Anlesinya, 2019) do not address how they can leverage on communication strategies to increase Ghanaians' awareness of their CSR initiatives.

### **2.3.2 Communication Strategy**

Although there is no perfect consensus on the definition of communication strategy, it is widely agreed that their primary job is to cope with communication barriers or breakdowns (Arini, 2017). Wahyuningsih (2018), defines communication strategies as “plans for communicating information about a certain problem, event, or scenario.” A communication strategy can take on many diverse looks, extending from a person-to-person interaction to a universal operation. Communication

strategies helps an organisation map out series of activities and programmes that helps them to engage with key stakeholders in an effective streamlined way (PARIS21, 2019). An organization cannot operate well openly if it has no comprehensive strategy for how to inform the public of what they engage in. The communication strategies explored in this study will seek to create awareness on the CSR activities Lebanese businesses engage in. It will also create the platform to capture, collect and comprehend what consumers expect from Lebanese businesses when it comes to CSR. The strategies employed in this study has a bearing to the participatory communication approach. Simply put, these strategies can help Lebanese businesses to apply participatory communication fully.

### **2.3.3 Participatory Communication**

In the 1970s' the participatory communication (PC) method arose as a counter-narrative to the modernisation and dependency paradigm, and it is now widely considered as the new phase for development communication (Yutainten, 2013). PC originated in a third world nation in South America and has shown to be a powerful tool for third world governments seeking to alleviate poverty (Asefa, 2018). It is a technique for empowering individuals to alter their societies by utilizing their own traditions and brains. Jan Servaes, one of the proponents of participatory communication, argued that everyone may be a student and tutor because everyone has something important and fascinating to give. PC employs a two-way communication strategy. When working on a project that will have an impact on stakeholders, it is necessary to have a constant discussion with them.

PC concentrates on enhancing exchanges between varying stakeholders to discuss a major issue rather than notifying and convincing people to change their behavior or beliefs, and it entails three steps: reaching stakeholders, engaging development initiative beneficiaries and other stakeholders, and jointly constructing the communication strategy (Gbadago, 2020). Participatory communication is essential for local residents, groups, and initiatives to participate in the development process. It is seen as the most efficient means of attaining social and human advancement that is equitable (Asefa, 2018). PC can help to increase the process of actively encouraging communities to discuss and react to implementation and natural resource issues, as well as involving other stakeholders in the development of better environmental policies (Hendrayani and Hashim, 2018). Also, it creates a platform for achieving consensus among intended recipients by involving the community in a common purpose. Participatory communication has been understood as a method of generating and disseminating knowledge, comprehension, and significance among various stakeholder groups, in which project recipients are actively involved in the planning and execution of project activities both before and after the start date of the project (Asefa, 2018).

When Lebanese businesses are engaging in a CSR initiative, there is the need to actively involve stakeholders who will be affected by the initiative. Through dialogue with the beneficiaries of a CSR initiative, it will pave way for Lebanese enterprises to increase the awareness of their CSR initiatives because another benefit of engaging in participatory communication is increasing conscientizing (Yutainten, 2013). In a study by Sitti Aminah (2016), it proved Freire (1970/2000) notion that the practice of local participation is an imperative part of the process of empowerment

and awareness creation of program participants to their reality to be true. Utilizing participatory communication will also enlighten Lebanese businesses on what consumers expect from Lebanese businesses when it comes to corporate social responsibility.

Concerning the participatory aspect of CSR communication, according to Pederson (2006) as cited by Olkkonen (2019), “the essence of it is to build relationships with stakeholders.” Lebanese businesses should know that the beneficiaries have to partake in communication not only to improve the success of the initiative or publicise their CSR initiatives, but also to empower themselves by participating in the discussion about their own problems. The dialogue between the company and its beneficiaries will make the company know what they expect from CSR which would reflect how they perceive CSR. Four participatory communication strategies that Lebanese businesses can leverage on to raise the awareness of their CSR efforts are explored.

### **2.3.3.1 Awareness Creation Communication**

With this strategy, businesses must engage in a public awareness campaign as a marketing effort to create public awareness of a problem, which can be done through the media or any other means of communication. According to the African Union (2020), when insufficient knowledge, unawareness, or undesirable attitudes are considered as indirect hazards, an awareness and communication approach can be helpful. As per Ngu (2019), awareness creation is crucial as it enables the institution or company to develop an enduring relationship with its people, which adds worth to the brand.

According to Schmeltz (2012), one of the major obstacles for firms is raising customer awareness of CSR initiatives. Nonetheless, there are a variety of CSR awareness advantages that businesses should be aware of; for instance, Servaes and Tamayo (2013) postulates that a high level of knowledge on a company's CSR initiatives has a positive impact on firm value and a low level of knowledge on a company's CSR initiatives has a negative impact on firm value. Furthermore, as per Kloppers (2017), CSR can generate tactical worth for firms if stakeholders are informed about what ways and just how well these businesses are reacting to society's expectations. Lebanese businesses can use the awareness generation strategy to make their CSR actions visible to Ghanaians based on this claim. In the context of this study, awareness creation entails informing and calling attention to the CSR actions carried out by Lebanese businesses in Ghana.

The public's awareness of chances to engage in CSR programs is a vital first step in their participation in such activities, according to Lee, Zhang, and Abitbo (2019). Corporations can encourage public participation by increasing discussion and shared accountability (O'Riordan and Fairbrass, 2014), especially when both sides have a same purpose (Ngu, 2019). Previous research on CSR communication and public awareness according to Schmeltz (2012), has indicated that when people are aware of an institution's CSR, they will have a good attitude toward it, including being loyal to the company or boosting their purchase behavior significantly. Also, Marklund and Östergren (2015), posits educating and informing consumers about a company's CSR efforts will fail if the consumers are unaware of the company's CSR operations.

In a study by Hartmann et al. (2013), findings revealed that despite the fact that CSR has become more relevant in numerous aspects, a large sample (42%) of the respondents in their research had

never heard of CSR, and 78% said they had no clue of a company they would deem socially responsible. Another study, conducted by Marklund and Stegren (2015) to determine the effects of CSR initiatives and CSR communication on customer responses and satisfaction, found that raising awareness is an important feature to remember for businesses when working with CSR and how they communicate it to their customers. This strategy is critical since the level of awareness of CSR efforts by the Lebanese businesses in Ghana is low.

### **2.3.3.2 Social Mobilisation**

Through the empowering of disadvantaged individuals, alliance building, information sharing, campaigning, and campaigning for policy shift, social mobilisation (SM) has recently emerged as an important instrument for promoting better governance and public support (Boateng, Amoah, Afranie, 2016). Lebanese businesses can also use social mobilisation as a PC strategy to bring people together and create awareness of their CSR projects. SM is defined by Khadka (2014) as “a method that involves and encourages a diverse spectrum of community members through face-to-face discourse to increase awareness of and desire for specific developmental projects.” UNICEF also defines it as a large-scale movement that engages people in self-supporting activities to obtain a particular development objective (Olaleye, 2019). Rogers, Goldstein, and Fox (2017) define SM as “an attempt to mobilise a great amount of individuals to undertake behavioural patterns that enforce a net cost on each person who conforms as well as provide minimal mutual good except if executed by a great amount of people; instances involve citizen participation behaviors such as casting a vote or voluntary work, ecologically responsible behaviors such as preservation or reprocessing, and altruistic time and financial donations.”

Communities, in general, require decent social mobilisation in order to take part in and sustain a stable existing condition in their area (Olaleye, 2019). Social mobilization emphasizes the beneficiaries' involvement in defining and satisfying their own demands. Its techniques offer possibilities to communicate, create awareness, and enlighten on a social scale (Caperon, Arakelyan, Innocenti and Ager, 2021). When people come together, it is simpler for them to communicate harmoniously, and for this reason, SM produces results (Olaleye, 2019). The use of SM as a tool for community development has proven to be successful. It is an important aspect of the policy development, execution, and enforcement process; it tries to enlist the help of individuals at all levels, involving volunteers and experts, in order to achieve a goal (Boateng, Amoah, Afranie, 2016). Through face-to-face interaction, SM engages and encourages a diverse variety of partners and allies at the national and local levels to create awareness of and demand for a specific development goal (Olaleye, 2019). It is beneficial to guarantee that powerful individuals and groups, such as village chiefs, religious and traditional authority, are involved. Traditional authority, particularly in rural areas, are a powerful tool for social mobilisation (Boateng, Amoah, Afranie, 2016). Therefore, to raise Ghanaian awareness of their CSR commitments, Lebanese businesses can mobilise traditional community leaders and other influential people within communities to assist them in achieving this goal.

#### **2.3.3.4 Entertainment Education**

The entertainment–education (EE) model in development communication has now been dubbed the cure for Africa's underdevelopment (Makwambeni and Salawu, 2018). Entertainment-education is a technique for behavioral and social change, instead of a communication theory

(Khalid and Ahmed, 2014). EE is a programming paradigm that mixes educational lessons with fun programming (Rogers, Snyder and Rego, 2021). Integrated within realm of development communication EE is a process of purposefully planning and developing a media message including to both entertain and educate people in the audience in effort to expand audiences' expertise about an educational problem, create favorable attitudes, transition social standards, and alter apparent behavior (Khalid and Ahmed 2014). Frank and Falzone, (2021) also defines EE as a method of social and behavior change (SBC) that employs tales and media as a weapon to affect difference to the world.

EE appears to be commonly utilized, based on anecdotal evidence. It began as a storytelling health strategy and has now expanded to incorporate a variety of themes, mediums, and forms (Sood, Riley and Alarcon, 2017). Instead of instructing the public what to do, EE is a validated strategy for capturing big audiences and moving people to embrace healthy behaviors and, it is most efficient when it is used as an exemplar of beneficial actions and highlight positive consequences (Frank and Falzone 2021). In its design, EE incorporates both fiction and nonfiction. By integrating persuasive messages in the story, EE uses television, radio, theater, literature, and other media to change consumers' attitudes and behaviors in desirable ways (Murrar and Brauer, 2018).

A continuous narrative or plotline including interactions amongst a cast of actors can be found in EE initiatives (Rogers, Snyder and Rego, 2021). Entertainment-education has been proven to be extremely beneficial in a range of fields, including health problems, women's participation, economic growth, and domestic abuse prevention (Murrar and Brauer, 2018). Grady, Iannantuoni, and Winter (2019) agree with Murrar and Brauer (2018), claiming because new digital

technologies make it easier to create and distribute broadcast media, EE interventions are becoming more common in attempts to manipulate the public on concerns like political representation, democracy assistance, violence towards women, and acceptance of ethnic, religious, and sexual minorities.

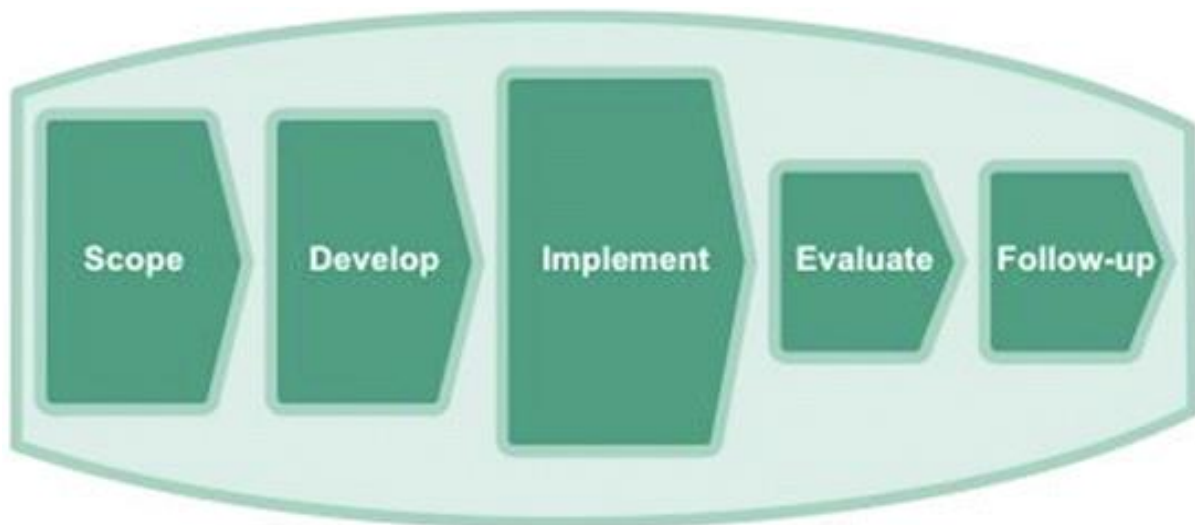
EE is typically developed over months or years, incorporating intentional behavior change and altruistic messages, as well as exploratory research and feedback from investors, specialists, and community people (Riley, Sangalang, Critchlow, Brown, Mitra and Nesme, 2020). EE campaigns transmit a fictional message that conveys educational material while demonstrating positive behavioral communication and actions (Rogers, Snyder and Rego, 2021). The EE technique is a powerful instrument for reaching out to underserved groups and communities, and it can impact audience awareness, attitudes, and behaviors toward a socially desirable goal (Khalid and Ahmed 2014). Lebanese businesses can use this strategy to ensure that the minority in society will be aware of their CSR commitments since EE paves way for them to use the grassroots' indigenous source of entertainment to educate them on their CSR actions.

#### **2.3.3.4 Social Marketing**

Social marketing, in its most basic form, is the adaptation of commercial marketing principles to social issues. The major focus of social marketing is always on the advantage to the common benefit. The International Social Marketing Association (ISMA), the European Social Marketing Association (ESMA), and the Australian Association of Social Marketing (AASM) all agreed on a notion of social marketing in 2013, declaring that “social marketing aims to improve and

incorporate marketing concepts with other strategies to impact behavior that benefits individuals and groups for the greater social good.” Kotler and Zaltman (1971) invented the phrase "social marketing," which, as per Serrat (2017), “is the use of commercial principles and methods to persuade an intended group to willfully embrace, dismiss, adjust, or renounce a behavior for the betterment of people, groups, institutions, or society overall.” “Social marketing aspires to alter environment for the better,” according ISMA. ISMA also defines social marketing as “looking to create and incorporate marketing principles with other ways to influence behavior that benefits community members for the greater good of the people” (Lahtinen, Dietrich and Rundle-Thiele, 2020). Tabatabaei, Ardabili, Haghdoost, Nakhaee, and Shams (2017), on the other hand, interpret it as the use of commercial marketing principles and methods to plan for impacting intended audiences' voluntary actions in order to promote the person's and society's wellbeing. Governments and multinational organizations continue to use social marketing as one of their primary behaviors change strategies (Kubacki and Szablewska, 2019). Its purpose is to bring about beneficial societal transformation. It can be used to advocate good products and services or to persuade an intended audience to prevent dangerous products and services, so improving their welfare (Serrat, 2017). Rather than promoting a commodity, it promotes or markets a socially beneficial habit or attitude in order to effect the anticipated transformation. In social marketing campaigns, an attempt is made to discover the requirements and preferences of the intended audience and to plan accordingly (Tabatabaei et al., 2017).

According to Serrat (2017), the intricacy of marketing a society behavioral shift necessitates a rational social marketing process, hence, he created one.



**Figure 2: The social marketing process. Source: Serrat, 2017**

According to him, the major aim at the scoping phase is to define clear, executable, and quantifiable behavioral objectives so that the remaining of the process may be concentrated. The goal of the scoping phase of the process is to establish the intervention's goals and the goals of the stakeholders. This necessitates serious attention and a great deal of knowledge. At this level, social marketers try to figure out what drives and encourages ultimate users in order to figure out how to achieve behavioural objectives (Serrat, 2017).

Social marketing, like commercial marketing, employs the four Ps of marketing (place, pricing, product, and promotion). The *place* is where the initiatives will be carried out, the *price* is made up of the relevant rewards and obstacles to the new behavior or idea, the *product* is made up of the items they must provide, and the *promotion* is made up of the channels of distribution and communication strategies to be used to spread the idea or new behavior.

Using a bicycle safety campaign, Brauer, Dumesnil, and Campbell (2021) describes the marketing mix in the context of social marketing. Price is where people of the intended population identify both financial and non-penalties and rewards with present unwanted conduct and preferred anticipated behavior. The place defines where the desired behaviour occurs and also where promotional items would be distributed as well as displayed. The product is a concrete thing or service that may be used to encourage changes in behavior; for example, the program could give helmets, include a bike ride monitoring software that informs users to partake in cautious behaviors, or post bulletins throughout cycle tracks informing people of such habits. Lastly, the marketing includes the project's messages and communication channels as the promotion (Brauer, Dumesnil, and Campbell, 2021).

## **2.4 Empirical Review**

### **2.4.1 CSR by the Lebanese Community in Ghana**

The Lebanese community in Ghana has made consistent and significant contributions to the well-being of Ghanaians and its communities. CSR activities by the Lebanese community have targeted help for education, healthcare, agriculture, and economic growth. In 2013, the Lebanese Community in Ghana launched a scholarship program, awarding scholarships to seven communication students at the Ghana Institute of Journalism and fifteen law students at KNUST and the University of Ghana.

In a preliminary interview with the former Lebanese ambassador to Ghana Mr. Ali Halabi, the scholarship program that started at the end of 2013 was funded by the Lebanese businessmen in

Ghana under the initiative of the ambassador and is managed and supervised jointly by the ambassador and a committee elected by the donors, other individuals or collective initiatives that were established. According to the former Lebanese ambassador to Ghana, at the collective level, the Lebanese clubs in Accra and Kumasi did many projects including educational training, donations of food ambulances and many other goods in critical situations. At the corporate of private levels these Lebanese businessmen made many initiatives in education like scholarships, building schools and developing poor villages. He also hinted that, usually these initiatives are not seen by the Ghanaians as Lebanese ones since they are offered and labeled by Ghanaian companies owned by these Lebanese businessmen.

In terms of health, the Lebanese Culture Center in Ghana gave products worth GHC 100,000 to the Korle Bu Teaching Hospital's pediatric oncology unit in 2019 as part of the Lebanese community's desire to enable children with cancer get treatment in a conducive atmosphere. Personal protection equipment, as well as food items, were donated to the Tamale Teaching Hospital (TTH) by Lebanese community businesses in Tamale to aid in the treatment of COVID-19 patients at the facility. The community also delivered a check for two million, one hundred and fifty thousand Ghana Cedis (2,150,000.00) to the Covid-19 National Trust Fund, which was established by the government to help the poor and vulnerable in Ghana during the Lebanese community's lockdown in 2020.

In the same year, the Lebanese Ministry of Culture gave to the University of Ghana's School of Languages. According to the current Lebanese ambassador to Ghana, the donation was made as a symbol of support for cultural development by the Lebanese community.

#### **2.4.1.1 CSR by Finatrade Group of Companies**

Finatrade is one of West Africa's fastest-growing enterprises, and its work in the agricultural products industry, which includes rice, sugar, cocoa, and frozen food imports, has made it a household name in Ghana. Finatrade Group is part of the Fruit and Vegetable Preserving and Specialty Food Manufacturing Sector and is based in Accra, Ghana. Finatrade uses cutting-edge operations to assist its food distribution system, which includes through the container port at Tema Harbour (Finatrade Group, 2014).

The Finatrade Foundation, the Finatrade Group of Companies' social responsibility arm, was founded in 2003 to recognize Finatrade's obligation and commitment to helping the development of the societies in which they operate. Agriculture, education, and health are the primary areas of interest for the organization. Ghanaian University of Science and Technology (Ghanaian University of Science and Technology), 2015. Since its inception in 2003, the Foundation has awarded scholarships to School of Agriculture students, with five new recipients each academic year. The Finatrade Group of Companies contributed GHC 7,000 worth of supplies to two local assemblies in the Greater Accra Region in 2014 in preparation for the national farmers' day.

In terms of health, the Finatrade Foundation gave adult diapers worth 43,207.00 to five Accra-based medical institutions in 2011 to help incontinent patients: Accra Psychiatric Hospital, Pantang Hospital, La General Hospital, 37 Military Hospital, and Mamobi Polyclinic. In 2015, the Foundation also contributed GHC 7,000 to the National Cardiothoracic Centre at the Korle Bu Teaching Hospital for the operation of a four-year-old hole-in-heart patient. In terms of legal

accountability, the Finatrade group of enterprises does a decent job of paying taxes on time. The Ghana Revenue Authority (GRA) recognized the Finatrade Group of Companies in 2014 for its contribution to national tax income, awarding them the title of third best taxpayer in Ghana.

#### **2.4.1.2 CSR by Interplast Ghana**

Interplast is a significant maker of plastic pipe systems in West Africa, having been founded in 1970. It is Sub-Saharan Africa's largest plastic pipe maker, supplying Ghana and 20 other African countries with high-density polyethylene pipes (Gyasi, 2011).

The corporation gave GHS1,200,000 to the COVID-19 National Trust Fund in 2020 to support the state's efforts to fight the spread of the new Coronavirus in Ghana (Graphic Online, 2020). Ghana's agriculture industry has benefited greatly from Interplast's help. In Ghana, the company is known for its sponsorship of National Farmers' Day. Interplast is a regular contributor to Farmer's Day. Interplast presented the Ministry of Food and Agriculture with a cheque for GHC 20,000 on the 36th National Farmers' Day in 2020. Nonetheless, in prior years, the corporation has donated to National Farmers' Day. Aside from that, the corporation contributed cash and T-shirts to families of the Accra stadium victims, as well as other needy people in Accra and Kumasi, through the May 9 foundation.

#### **2.4.2 Participatory communication and CSR Studies**

In order to achieve sustainable development goals, participatory communication can build relationships among all stakeholders, allowing them to develop comprehension in the context of

language usage, channels, and space, ensuring the effective execution of group discussions between the government, businesses, and society in CSR programs (Hendrayani and Hashim, 2018). Participatory research has shown that in order for an initiative to be successful, the recipients must be included in the project's idea, progress, and conclusion (Eliud and Hellen, 2017). This section examines studies on participatory communication and corporate social responsibility undertaken by different researchers.

In research by Amaladoss and Manohar (2011) to study CSR communication in emerging economies finds that in India, the targeted corporation in their study lacks a comprehensive and strategic method to CSR communication. They designed and supported a participative 'top-down' and 'inside-out' model for managing CSR communication by corporations in Asia's emerging economies based on their findings.

Another study by Mwanyalo and Mberia (2017) on the contribution of participatory communication on NGO interventions sustenance in Kenya findings revealed that three variables (communication stages, communication strategies, and communication messages) had a positive and statistically significant effect on the NGOs' ability to sustain their interventions. The researchers also advise stakeholders to think about the interaction of the three elements. The study also discovered that communication stages, communication strategies, and communication messages all have a favorable impact on the long-term sustainability of NGOs' initiatives. The researchers' conclusion is that participatory communication aids in the sustainability of NGOs' interventions.

Kloppers and Fourie (2018) study concluded that despite the fact that the concepts of participatory communication appear to be accepted from the standpoint of a participatory approach to social change communication, it may not be acceptable for CSR communication inside an instructional setting due to the following three factors:

1. the needs of the intended recipients should be aligned with those of the organization;
2. the organization wields far more power in the relationship than the intended recipients; and
3. the organization has specialized knowledge about the issue addressed by the CSR initiative, whereas the beneficiaries may have little prior knowledge on the subject.

Widhagdha, Purwanto and Hidayat (2019) to know participatory development communication in mitigating forest and land fires in Riau Province discovered that asking the entire community to engage in the program, rather than just being an audience, is the most difficult aspect of integrating participatory communication in a CSR program. The researchers hypothesize that participatory development communication is used to organize all available resources from different sectors to work together.

Najatu (2019) research on participatory communication in CSR by studying two oil and gas companies in Ghana discovered that relationship building between Kosmos-energy Ghana and its stakeholders, according to participants and CSR documentation, provided a calm operating environment for the company. Participants in the survey also stated their relationship grew stronger

as a result of their participation in decision-making throughout the 2016 KIC, which helped Kosmos-energy Ghana fulfill its objectives.

As per the conclusions and findings of these research, Lebanese businesses in Ghana should always include stakeholders or beneficiaries in CSR projects. They should also strive to improve local capacity by training intervention beneficiaries on all parts of the project while using participatory communication strategies in the dissemination of CSR information.

## **2.5 Conclusion**

The widespread of awareness of CSR by Lebanese businesses through communication to all the stakeholders and role players are significant. This chapter provided six communications strategies Lebanese businesses can leverage on to communicate their CSR to raise its awareness to Ghanaians. The fundamental basis of the communication strategies posited that, interactions and participation are key in communication. Lebanese businesses therefore need use an appropriate communication strategy to disseminate information in order to create more awareness of their CSR actions.

## **CHAPTER THREE (3)**

### **METHODOLOGY**

#### **3.1 Introduction**

Research methodology is a manner of articulating the steps that will be followed to examine a research problem, as well as the foundation for the use of specific methods or techniques to locate, select, process, and analyze data in order to better understand the problem (Pandey and Pandey 2015). This chapter presents research methodology that was used for this study. It explains how to collect, process, and analyze data in order to achieve the specified goal. As a result, it is focused with what relevant data is required to elucidate on the chosen topic, as well as how data will be obtained, processed, analysed, and interpreted. This chapter outlines the steps used to acquire data for the study, including the research setting, research design, study population, sampling procedure, data sources, and data collection methods, as well as ethical considerations.

#### **3.2 Research Design**

The broad technique used to integrate the study's various components in a coherent and logical manner is referred to as research design. Research design can be thought of as the framework of research; it is the “glue” that ties all of the aspects of a research study collectively; in other words, it is a blueprint for the intended research effort (Akhtar, 2016). It is a comprehensive strategy for connecting conceptual research concerns to relevant (and feasible) empirical study (Boru, 2018).

Amongst the four types of research design: explanatory, exploratory, descriptive and experimental, this research is exploratory research. This is where a researcher has an idea or has described

something and strives to comprehend more about it. Exploratory research is done on issues that have not been well examined and on which there isn't a lot of information (Bhasin, 2020). In the context of this study, there appears to be minimal emphasis on promoting Ghanaian's awareness of Lebanese CSR activities via participatory communication in Ghana. The researcher can use an exploratory design to shed more insight on the subject under investigation.

### **3.3 Research Techniques**

The tactics, processes, or methods used in the collection of data or evidence for analysis in order to reveal new knowledge or get a good comprehension of a topic are referred to as research techniques. In data gathering, three research methodologies are used by researchers. Quantitative, Qualitative and Mixed methods are the three types of research techniques.

#### **3.3.1 Quantitative Research**

The process of collecting and interpreting numerical data is known as quantitative research. It can be used to look for patterns and trends, predict outcomes, test causal linkages, and generalize results to larger groups. In order to obtain results, a quantitative research method involves quantifying and analyzing variables. It entails the use of statistical tools to analyze numerical data in order to answer questions such as who, how much, what, where, when, how many, and how (Apuke, 2017). Also, quantitative research focuses on hypothesis testing, cause and effect analysis, and prediction (Apuke, 2017).

### **3.3.2 Qualitative Research**

Qualitative research is an interpretive strategy that uses the subjective experiences of participants to acquire insight into the specific meanings and behaviors experienced in a social phenomenon. As a result, qualitative researchers are interested in investigating and/or interpreting phenomena that occur naturally (Boru, 2018). Interviews, focus groups, observation, and/or chart reviews are all popular data gathering procedures in qualitative research. Logic, ethnography, discourse analysis, case study, open-ended interview, participant observation, counseling, therapy, grounded theory, biography, comparative method, introspection, casuistry, focus group, literary criticism, meditation practice, historical research, and so on are all examples of qualitative research methods (Cibangu, 2012). The goal of qualitative research is to develop new concepts and theories by systematically describing and interpreting topics or events from the perspective of the person or population being examined (Haradhan, 2018).

### **3.3.3 Mixed Methods**

The use of both qualitative and quantitative methodologies in the same study is known as mixed methods research. Although academics have been combining qualitative and quantitative data for many years, mixed methods research as we know it now did not exist until the 1980s (Molina-Azorin, 2016). Fàbregues, Hong, Escalante-Barrios, Guetterman, Meneses, and Fetters (2019) define mixed methods research as "a collection of designs and processes that incorporate the combined use of qualitative and quantitative methodologies in a single study or prolonged program

of investigation." This strategy aids the researcher in answering questions that cannot be addressed solely by qualitative or quantitative methodologies (Boru, 2018).

### **3.4 Research paradigm**

Philosophical aspects of social sciences are addressed via research paradigms. A research paradigm is a set of underlying preconceptions about how the world is interpreted, which acts as a cognitive framework for the researcher's actions (Mujere, 2016). Researchers have proposed a slew of paradigms, but Candy (1989), one of the field's pioneers as cited by Ryan (2018), proposes that they may all be categorized into three primary categorizations: Positivist, Interpretivist, and Critical paradigms. This study is positivist one.

Positivism is a form of evolution of empiricism, and was first identified as positivism by Auguste Comte in the 19th century. It is commonly connected with experiments and qualitative research. Ontologically, positivist scholars think that the truth, which can be shown or disproven, is the same for everyone, and that observations and measurements tell us what reality is (Ryan, 2018). It is utilized in nature to look for cause-and-effect linkages. To arrive at results, researchers in this paradigm use deductive logic, hypotheses development, hypothesis testing, operational definitions and mathematical equations, computations, extrapolations, and expressions and its goal is to give explanations and make predictions based on observable results (Kuyini and Kivunja, 2017).

### **3.5 Reason for Choosing Quantitative Research Method**

The goal of this study to increase consumers awareness of Lebanese businesses corporate social responsibility through communication strategies. As a result, the quantitative research and survey method was used in this study. “Quantitative research involves the collecting of data so that information may be quantified and submitted to statistical treatment in order to support or disprove alternative knowledge claims,” according to Leedy and Ormrod 2001; Williams, 2011. MacDonald and Headlam (2008) on the other hand explain quantitative research method as techniques that are used to gather quantitative data, data that can be sorted, classified, measured. This research approach, according to Leedy (1993), is based on classic scientific procedures, which create numerical data and usually seek to establish causal correlations between two or more variables, using statistical tools to examine the strength and significance of the relationships.

This quantitative research approach was chosen for this study because of its highly structured and consistent data gathering process, as well as the way it addresses the "what" and "how many" components of the study's research questions. Furthermore, this procedure will produce numerical data that may be statistically examined.

### **3.6 Population of the Study**

The research population is made up of a group of entities or bodies that share common characteristics and contribute significantly to the research project's goal (Etikan et al., 2016). Alvi (2016) defines population as the whole of all items and attributes studied in the research. People, organizations, and other institutions make up the study population, and the researcher wants to

draw firm conclusions from the information gathered from these groups. The current research population includes Ghanaians who purchase Lebanese businesses products in Ghana. However, because to the vast size of the population, this study will not be able to include every single person. This is because reaching the full target population for the study would be expensive, time-consuming, and difficult, if not impossible. As a result, a subset of the population will be chosen for the study. The sample is the name given to the selected participants.

### **3.7 Sampling and Sampling Technique**

Sampling is drawing a subset of persons from a population in order to generalize outcomes from that sample to the entire population. Akoto-Bamfo (2011) says a sample is a portion of a larger category of elements on a population or the process of selecting sub-groups from a population of elements such as people, objects or event. The presumption is that what the sample reveals will apply to the entire population. However, depending on how the sample is drawn, this may not always be the case. The foregoing assumption holds valid if the sample is representative of the population. However, such population generalizations cannot be correct if the data is unbalanced.

#### **3.7.1 Sampling Technique**

There are two main types of sampling techniques; probability sampling and non-probability sampling. Each sample has an equal chance of being chosen in probabilistic sampling. A probability sample, to put it another way, is one in which each element of the population has a known non-zero probability of being selected (Showkat and Parveen, 2017). Non-probability sampling is a sampling method that does not provide any basis for a probability estimate that

components in the universe will be included in the study sample (Etikan and Bala, 2017). Participants are chosen because they are accessible (Showkat and Parveen, 2017). In contrast to probability sampling, non-probability sampling is a sampling approach in which not all individuals of the population have an equal chance of participating in the study.

A non-probability sampling procedure is used in selecting respondents for the study. The non-probability approach that was used for this study is convenience sampling. The research deploys convenience sampling techniques in selecting respondents for the study. This is because; convenience sampling permitted the researcher to take a sample from the population that is closest to the researcher; members were easily approachable for participation in the study. It was also inexpensive, efficient, and simple to execute.

### **3.8 Data Collection Sources**

In statistical analysis, data collecting is extremely important (Ajayi, 2017). There are several methods for gathering data in research, all of which fall into one of two categories: primary and secondary data. Primary data is information that the researcher collects for the first time, whereas secondary data is information that has already been collected or created by others (Ajayi, 2017). In this study, both sources were employed. Respondents make up the majority of the primary source, while secondary sources such as books, journals, articles, reports, and conference presentations were used mostly for reviewing the literature.

### **3.9 Data Collection and Instrumentation**

Data collection is the process of acquiring and evaluating information on variables of interest in a systematic manner that allows researchers to answer research questions, test hypotheses, and assess outcomes (Kabir, 2016). Data gathering allows us to gather information on the objects of our research. Questionnaires were utilized in this study to collect data relevant to the study's objectives and research questions. A questionnaire is a research tool that consists of a set of questions and other prompts that are used to collect data from respondents (Kabir, 2016).

### **3.10. Data Collection Instrument**

The research is based on information gathered through structured online survey questions. Because of its efficiency, time and cost savings, the online survey questionnaire approach is increasingly frequently employed (Kown, 2012). The survey technique is the most appropriate technique to use because this group of consumers is rather large. According to Check and Schutt (2012) “survey is the collecting of information from a sample of persons through their responses to questions.” The questionnaire's web URL was widely shared on Facebook, and WhatsApp. From the social media forums, a total of 200 suitable responses were gathered. The reason for employing the questionnaire was that the information gathered is standardized and thus straightforward to examine. Again, data from a large number of responders may be acquired fast. The purpose of questionnaire design is to eliminate biases in responses. Closed-ended questions made up the majority of the questionnaire items. Respondents chose an answer from a list provided by the

researchers for closed-ended questions. Closed-ended questions yielded more consistent responses, making it easier to quantify and analyze results.

### **3.11 Pilot Testing**

A pilot study is the first step in the research protocol and is usually a smaller-scale study that aids in the organising and adjustment of the main study. It is frequently used to explore the viability of techniques, methods, questionnaires, and interviews, as well as how they interact in a specific context (Fraser, Fahlman, Arscott, and Guillot, 2018).

Pre-testing was done to help determine the research instrument's accuracy, clarity, and applicability. The goal of the pre-test was to help identify items that were inappropriate so that required modifications could be made, as well as to assess replies to determine the amount of ambiguity of the questions and to determine the proportion of responses. The purpose of the pilot study was to validate the instruments. A total of twenty (20) respondents were used, all of whom shared comparable characteristics. Cronbach's alpha was used to assess the reliability of each element. The degree of interrelatedness of assessment items that were developed to assess uniformity was meant to be measured by internal consistency.

### **3.12 Data Analysis Process and Presentation Techniques**

Data editing was the initial step in the data collection process. The goal is to ensure that the data is comprehensive, that it is readable, and that there are no errors, such as multiple responses to single items, ambiguous answers, or discrepancies in responses. Data was coded and then placed

into a template and thematically analyzed using the computer software SPSS (Statistical Package for Social Sciences version 26) after the whole questionnaire was collected.

### **3.13 Research Ethics**

Throughout the course of the study, human rights were protected. Ethical flaws in research can have serious consequences for human and animal subjects, students, and the general public (Kabir, 2016). There was no falsification, fabrication, or misrepresentation of study findings in order to advance truth and avoid error. There was objectivity in data analysis as well as data interpretation. Plagiarism was avoided as well. The researcher avoided plagiarizing, citing, paraphrasing, or summarizing from any source without giving sufficient acknowledgment.

### **3.14 Chapter Conclusion**

The goal of this project is to evaluate and raise consumer awareness of Lebanese CSR efforts in Ghana. A total of 200 people were chosen to participate in this online survey. The closed-ended and open-ended questions in the survey questionnaire were designed to elicit a response from the respondents. Before the final questionnaire was administered, a pilot study of twenty respondents with identical characteristics was done to ensure validity and reliability. Ethical issues were addressed, data sources were discussed, and other methodological issues were well explained.

## **CHAPTER FOUR (4)**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSIONS**

#### **4.1. INTRODUCTION**

The field data and its interpretation are presented in this chapter. It also entails analyzing data collected in the field using themes derived from the objectives. The researcher employed quantitative research data analysis to alter the elements acquired in this chapter to produce useful data. The purpose of this chapter is to either confirm or refute the idea that adopting participatory communication can raise awareness of Lebanese companies' corporate social responsibility in Ghana. The research questions that guided the study are:

- What is the level of Ghanaians awareness of CSR initiatives by Lebanese businesses in Ghana?
- Do Ghanaians support participatory communication as a way of enhancing the awareness of Lebanese businesses' CSR commitments?
- What CSR activities do Ghanaians expect from the Lebanese businesses?

#### **4.2. Data Presentation and Analysis Process**

The data collected from the respondents was presented using frequency distribution tables from SPSS. The information was then organized into themes. Thematic analysis, according to (Alhojailan, 2012), helps the researcher to pinpoint the relationship between concepts and compare it to duplicated facts. Some replies were scaled using a 5-point Likert scale in the survey. On this

scale, 1 represented the lowest rating, 3 represented undecided, and 5 represented the highest rating. Because of Carroll's pyramid, this was done to learn what consumers expect from Lebanese enterprises in terms of CSR. This also indicates that respondents who chose a rating of 3 were undecided, while those who chose ratings below 3 expected little from a certain CSR responsibility and those who chose ratings above 3 expected more from Lebanese businesses on that specific CSR responsibility.

### 4.3 Demographics of Respondents

Basic demographics like sex, age, educational level, employment status and marital status of the respondents were analysed.

*Table 1: Age of Respondents*

Age	Frequency	Percentage
20-29	159	79.5
30-39	34	17
Above 40	7	3.5
Total	200	100.0

*Source: Field Data, 2021*

A look at the data set above shows that the youth (20-39) form most part of the respondents who participated in the study. Out of the 200 respondents, age range 20-29 forms part of the majority with 159 respondents followed by 30-39, then those above 40; they were the least represented age groups.

**Table 2: Sex of Respondents**

Sex	Frequency	Percentage
Male	106	53
Female	94	47
Total	200	100.0

**Source: Field Data, 2021**

From the data set provided by the respondents, the sex distribution shows that both male and female were represented in the study and out of two hundred (200) respondents interviewed 106 representing 53% were male and 94 representing 47% female as indicated on table 2. This indicates that, in terms of sex, majority of the respondents were males. This can be attributed to the anecdotal thought that males are more likely to be interested corporate social responsibility than the female counterparts.

**Table 3: Education Qualification of Respondents**

Educational level	Frequency	Percentage
Shs Graduate	9	4.5
Diploma	49	24.5
Degree	106	53
Postgraduate	36	18
Total	200	100.0

*Source: Field Data, 2021*

Respondents were asked to provide their educational qualification. A look at the responses provided shows that majority of the respondents have had at least secondary education which indicates that most of the respondents are literates and can read and write. A breakdown of the responses shows that out of the 200 total participants, respondents with degree educational qualification dominated with 106 respondents representing 53%. This is followed by diploma with 49 respondents representing 24.5% and postgraduates with 36 respondents representing 18% of the total population. The least was those with senior high school graduates who made up of 9 respondents with a percentage of 4.5.

**Table 4: Employment Status of Respondents**

Employment Status	Frequency	Percentage
Employed	158	79
Non-employed	42	21
Total	200	100.0

**Source: Field Data, 2021**

From table 4, it showed that majority of the respondents are having jobs. Respondents who are in the corporate field amounted to 158 with a percentage of 79. Those unemployed were 42 (21%) which showed that a few respondents are without jobs.

**Table 5: Marital Status of Respondents**

Marital Status	Frequency	Percent
Single	162	81%
Married	35	17.5%
Divorced	3	1.5%
Other	0	0%
Total	200	

**Source: Field Data, 2021**

Most of the respondents to this study are single and they made up the majority. Out of 200 respondents, respondents with a single marital status were 162. The second majority is those who are married. They made up of 35. Followed by divorcees who made up of 3 respondents. The “other” option for the marital status had zero respondents.

#### **4.4 Lebanese Businesses Communication on Their CSR is Adequate**

The researcher needed to discover if respondents considered the Lebanese businesses were communicating about their CSR activities sufficiently. The researcher wanted to investigate if there was a need for better communication about CSR initiatives by Lebanese's firms in Ghana.

**Table 6: Adequacy of Communication on Lebanese businesses CSR**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	12.5	12.5	12.5
	No	175	87.5	87.5	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

From the report, 175 (87.5%) respondents confirmed that Lebanese enterprises' CSR communication is insufficient. However, 25 (12.5%) of the participants had a positive response.

#### **4.5 The Level of Customer Awareness of CSR Initiatives by Lebanese Businesses in Ghana**

The researcher felt it would be useful to learn about customer awareness of CSR initiatives by Lebanese businesses in Ghana. This is because, in order to raise consumer awareness, it is vital to determine how well they are aware of Lebanese initiatives' CSR commitments to the country. This was a closed-ended question.

**Table 7: Level of customer awareness of CSR initiatives by Lebanese businesses**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	31.0	31.0	31.0
	No	138	69.0	69.0	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

The table reveals that the majority of respondents are unaware of Lebanese enterprises' CSR initiatives in Ghana. They accounted for 138 out of 200 people, with a percentage of 69. The remaining 62 participants, with a percentage of 31, affirm to be aware of CSR initiatives carried out by Lebanese businesses in Ghana.

#### **4.5.1 Communication Strategies by The Lebanese Business Boosts Awareness of Their CSR Efforts**

The study wanted to discover if the existing communication strategies used by Lebanese in communicating about their CSR initiatives have increased customer awareness of their CSR efforts.

***Table 8: Communication Strategies by The Lebanese Businesses in Creating CSR Awareness***

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	12.5	12.5	12.5
	No	175	87.5	87.5	100.0
	Total	200	100.0	100.0	

***Source: Field Data, 2021***

The data above shows that the majority of respondents disagree that Lebanese businesses' communication strategies have improved their knowledge of their CSR initiatives. However, 25 percent believed that their communication strategies had increased their awareness of their CSR initiatives.

## **4.6 Participatory Communication Can Increase the Awareness of Lebanese Businesses CSR Activities**

Participatory communication can provide a forum for increasing the awareness of an issue to an intended audience or community. In light of this, the respondents were asked to indicate if they agree to this assertion. It is important to know if respondents believe that Lebanese businesses can increase the awareness of their corporate social responsibility efforts by leveraging on participatory communication. To assess if respondents agree to this or not, the researcher used both close-ended and open-ended questions to elicit the reason why respondents believe that participatory communication will increase awareness or not. Also, because participatory implies that individuals are actively involved in the communication process, questions (Q10, Q11, and Q12) were posed to find out where respondents stand on this topic. These questions do, after all, fit within participatory communication, thus they were included in this section along with question numbers; 13 and 14.

### **4.6.1 It Is Critical for Lebanese Businesses to Seek Information from Beneficiaries Before the Start of a Project**

Beneficiaries' perspectives are frequently sought prior to the start of a project or initiative through participatory communication. Respondents were asked to select their position on Lebanese businesses in Ghana requesting information from the project's intended audience before proceeding.

*Table 9: Seeking information from beneficiaries before embarking on a project or initiative*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	84.0	84.0	84.0
	No	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

According to the table, the majority of the respondents (168 out of a total of 200 valid replies) expressed overwhelming agreement with the statement, with 84% answering positively and 16% opposing. The majority of the participants preferred that the Lebanese get information from or engage with beneficiaries before beginning a project or effort.

#### **4.6.2 Lebanese Businesses Must Involve Beneficiaries in a Corporate Social Responsibility Project**

After gathering information from project beneficiaries, the researcher wanted to discover if consumers believe Lebanese businesses should involve beneficiaries more in the project's process. There were both closed-ended and open-ended questions for this particular questionnaire item. The open-ended answers that provided similar responses were grouped together into a single theme in order to code them into SPSS.

**Table 10: Involving Beneficiaries in a Lebanese Company's CSR**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	166	83.0	83.0	83.0
	No	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

The results of the closed-ended question are represented in the table. Out of 200 respondents, 166 (83%) agreed that project beneficiaries should be involved in the project's development, while 34 (17%) disagreed.

**Table 11: Reason given by respondents for involving or not involving beneficiaries in CSR project (open-ended questions)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disruption of project and disagreement	34	17.0	17.0	17.0
	Monitoring of project	17	8.5	8.5	25.5
	Accordance with needs	12	6.0	6.0	31.5
	Collaboration between the two parties	22	11.0	11.0	42.5
	Stakeholder identification	2	1.0	1.0	43.5
	Sharing ideas/opinions/thoughts	33	16.5	16.5	60.0
	Sense of ownership	14	7.0	7.0	67.0

Creation of value for both parties	9	4.5	4.5	71.5
Mutual comprehension	14	7.0	7.0	78.5
Arouse participation	12	6.0	6.0	84.5
Build trust and loyalty	3	1.5	1.5	86.0
Recognize the majority	7	3.5	3.5	89.5
Successful project	12	6.0	6.0	95.5
Acknowledgement of culture	5	2.5	2.5	98.0
Management of resources	4	2.0	2.0	100.0
Total	200	100.0	100.0	

***Source: Field Data, 2021***

The responses to the question why Lebanese businesses should include beneficiaries in their CSR efforts are shown in Table 6. The table demonstrates that the majority of respondents (83%) agreed to it, citing positive reasons why Lebanese enterprises must do so. On the other hand, 17% of respondents disagreed with this question. The responses were divided into 15 themes, with one theme (*Disruption of project and disagreement*) opposing the questionnaire item and the other fourteen themes reflecting respondents' favorable reactions to the questionnaire item.

### 4.6.3 Leveraging on Participatory Communication to Increase the Awareness of CSR by the Lebanese Businesses in Ghana

The researcher provided two questions, one closed-ended and the other open-ended, to see if the public accepts participatory communication as a technique of improving public awareness of CSR initiatives performed by Lebanese businesses in Ghana. To code the responses to the open-ended question into SPSS, similar responses were grouped into themes. The outcomes are depicted in the table below.

*Table 12: Leveraging on Participatory Communication to Increase the Awareness of CSR*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	158	79.0	79.0	79.0
	No	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

The majority of respondents believe that participatory communication may assist Lebanese firms boost awareness of their CSR activities, according to the results of the closed-ended question. They totaled 158 people and had a percentage of 79. On the other hand, 42 respondents disagreed with this questionnaire item, with a percentage of 21.

**Table 13: Reasons given by respondents on raising awareness on CSR through participatory communication (open-ended questions)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Increase awareness and knowledge	37	18.5	18.5	18.5
Result in Participation	18	9.0	9.0	27.5
Physical interaction for enlightenment	46	23.0	23.0	50.5
People-centered	3	1.5	1.5	52.0
Mass media utilization	9	4.5	4.5	56.5
New media utilization	8	4.0	4.0	60.5
Uncertainty and disagreement	19	9.5	9.5	70.0
Utilization of advertisements	8	4.0	4.0	74.0
Indigenous media for awareness	13	6.5	6.5	80.5

Stakeholders beneficiaries promotional tools	and 19 as	9.5	9.5	90.0
Good grasps grassroots	of 20	10.0	10.0	100.0
Total	200	100.0	100.0	

*Source: Field Data, 2021*

Table 13 shows the responses to the issue of how Lebanese businesses might use participatory communication to raise awareness of CSR operations. The table shows that the majority of respondents (78%) agreed, stating positive reasons for believing that participatory communication can raise awareness of CSR initiatives carried out by Lebanese enterprises. On the other hand, 22% of respondents disagreed, suggesting different methods for raising awareness.

Four themes opposed the questionnaire item, whereas the other seven themes reflected respondents' positive attitudes to the questionnaire item. Participants whose responses fell under “Increase awareness and knowledge,” “Result in Participation”, “Physical interaction for enlightenment,” “People-centered,” “Indigenous media for awareness,” “Stakeholders and beneficiaries as promotional tools” and “Good grasps of grassroots” were given by the majority in order to explain why they believe participatory communication can increase the awareness of Lebanese businesses CSR. The themes “Mass media utilization,” “New media utilization,” “Uncertainty and disagreement,” “Utilization of advertisements,” are made up of responses of participants who disagreed with the questionnaire item.

## 4.7 Consumers Expectations from Lebanese Businesses Concerning CSR

The researcher used the Likert scale to ask consumers questions about Archie Carroll's four dimensions of CSR (economic, legal, ethics, and philanthropy/discretionary). The reason for this is that the researcher wanted to discover what consumers want Lebanese businesses to do for each of the four dimensions. To determine the level of agreement for each dimension, four statements were questioned.

### 4.7.1 Economic Responsibility

*Table 14: Lebanese companies must always strive to improve their financial success.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undecided	11	5.5	5.5	5.5
	Agree	143	71.5	71.5	77.0
	Strongly agree	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

Per the table above, the majority of respondents felt that Lebanese enterprises should aim to increase their financial success. The majority of respondents (71.5%) agreed with this assumption, with 23% strongly agreeing and 11% undecided. None of the respondents agreed with it, nor did they strongly disagree. In all 189 responses were in favor of this statement.

**Table 15: Lebanese companies must maximize their profit as much as possible.**

Valid	Strongly disagree	1	.5	.5	.5
	Disagree	1	.5	.5	1.0
	Undecided	7	3.5	3.5	4.5
	Agree	134	67.0	67.0	71.5
	Strongly agree	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

A majority of the respondents agreed with the second statement as well. There were 134 people who agreed, and 57 people who strongly agreed. 7 people were undecided, 1 disagreed, and 1 strongly disagreed. This statement was supported by 191 respondents.

**Table 16: Lebanese Companies Must Not Divert Their Attention Away from Their Economic Function by Addressing Societal Challenges.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.5	4.5	4.5
	Disagree	7	3.5	3.5	8.0
	Undecided	35	17.5	17.5	25.5
	Agree	101	50.5	50.5	76.0
	Strongly agree	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

The majority of responders agreed or strongly agreed with the third statement. A total of 149 out of 200 people agreed with the statement. Thirty-five people were undecided, seven disagreed, and nine strongly disagreed with this assertion.

**Table 17: Lebanese companies must make an effort to reduce the cost of their products.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	13	6.5	6.5	6.5
	Undecided	31	15.5	15.5	22.0
	Agree	116	58.0	58.0	80.0
	Strongly agree	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

The fourth statement followed the same pattern as the previous three. The statement was supported by the majority of the participants (156). Thirty-one respondents were undecided, while thirteen disagreed. None of the respondents, on the other hand, strongly disagreed with this assertion.

#### 4.7.2 Legal Responsibility

**Table 18: Lebanese Companies Must Ensure That Their Operations Adhere to The Requirements of Laws in Ghana.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Undecided	3	1.5	1.5	2.0
	Agree	127	63.5	63.5	65.5
	Strongly agree	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

The replies from the field are depicted in the table above. According to the data gathered, 63.5 % of respondents agreed with this statement, with 34.5 % strongly agreeing. There are 1.5 % of respondents who are undecided, none who disagree, and one who strongly disagrees. The total number of participants agreeing to this assertion is 196.

**Table 19: Lebanese Companies Must Comply with The Rules and Regulations at All Times.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Undecided	5	2.5	2.5	3.0
	Agree	117	58.5	58.5	61.5
	Strongly agree	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

Respondents were asked if the Lebanese businesses must comply to the rules and regulations at all times. 58.5 % said they agree, 38.5 % said they strongly agree, and 2.5% said they were undecided. 0.5 %, on the other hand, said they strongly disagree. The option "disagree" was not selected by any of the respondents. There were 194 respondents that agree with this statement in total.

**Table 20: Lebanese Companies Must Avoid Breaking the Law Even If It Increases Their Financial Performance.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	1	.5	.5	1.0
	Undecided	32	16.0	16.0	17.0
	Agree	120	60.0	60.0	77.0
	Strongly agree	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

60% of respondents agree that Lebanese enterprises should avoid breaching the law even if doing so would improve their financial performance. 23% of them said they strongly agree. While 16 % were undecided about the statement, 0.5 % disagree with it, and the same amount strongly disagree. This statement was endorsed by 166 people.

**Table 21: Lebanese Companies Must Meet Corporate Tax Requirements.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	1	.5	.5	1.0

Undecided	4	2.0	2.0	3.0
Agree	128	64.0	64.0	67.0
Strongly agree	66	33.0	33.0	100.0
Total	200	100.0	100.0	

*Source: Field Data, 2021*

From the table above, 64% of respondents agree that Lebanese enterprises must comply with corporation tax regulations, with 33% strongly agreeing. They totaled 196. Meanwhile, 2% of those polled were undecided. However, 0.5 percent disagree, and the same percentage chose "strongly disagree."

#### 4.7.3 Ethical Responsibility

*Table 22: Lebanese Companies Must Be Dedicated to Society's Well-Defined Ethical Ideals.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.5	.5	.5
	Undecided	9	4.5	4.5	5.0
	Agree	156	78.0	78.0	83.0
	Strongly agree	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

It is gathered from the table that, the majority of respondents agreed with the statement, as seen by the 78% who agree and the 34% who strongly agree (190 in total). They totaled 190. However, 0.5% were opposed to the statement, and 9% were undecided.

**Table 23: Lebanese Companies Must Do What Is Right, Fair and Just in Society**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.0	1.0	1.0
	Undecided	2	1.0	1.0	2.0
	Agree	107	53.5	53.5	55.5
	Strongly agree	89	44.5	44.5	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

The replies of the respondents to the argument that Lebanese enterprises must do what is right, fair, and just in society are shown in the table above. The findings indicate that 53.5% and 44.5% of the respondents agree and strongly agree with the statement respectively (196 in total). 1% of the people polled were undecided. Furthermore, 1% of respondents strongly disagree.

**Table 24: Lebanese Companies Must Prioritize Ethical Beliefs Before Financial Ones**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.0	6.0	6.0
	Disagree	13	6.5	6.5	12.5
	Undecided	45	22.5	22.5	35.0
	Agree	102	51.0	51.0	86.0
	Strongly agree	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

As indicated and can be inferred from the table above, most of the respondents sided with the position stated that Lebanese companies must prioritize ethical beliefs before financial ones. 51% of the respondents agree with this position, while 14% strongly agree. They amounted to 130. Worthy of mentioning is the fact that 22.5% of the respondents were undecided while 6.5% and 6% disagree and strongly disagree with that assertion respectively.

**Table 25: Lebanese Companies Must at All Cost, Avoid Causing Harm**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.0	1.0	1.0
	Undecided	4	2.0	2.0	3.0
	Agree	114	57.0	57.0	60.0
	Strongly agree	80	40.0	40.0	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

The results showed respondents siding with the idea that Lebanese companies must at all cost, avoid causing harm. Out of a total of 200 valid responses, 194 of such responses, making up 97% of the sample agree with this statement, while 1% disagrees with this statement. However, 2% were undecided to the notion of the Lebanese companies avoiding causing harm at all cost.

#### 4.7.4 Philanthropic Responsibility

**Table 26: Lebanese Companies Must Perform a Function in Society That Is Not Just About Making Money**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	2	1.0	1.0	1.5
	Undecided	19	9.5	9.5	11.0
	Disagree	132	66.0	66.0	77.0
	Strongly agree	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

*Source: Field Data, 2021*

From the table above, majority of the respondents sided with the notion that Lebanese companies must perform a function in society that is not just about making money. While 66% and 23% agree and strongly agree respectively (178 in total), 9.5% were undecided, 1% disagree and 0.5% strongly disagree with the position that Lebanese companies must perform a function in society that is not just about making money.

**Table 27: Lebanese Companies Must Contribute to The Betterment of Society**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	6	3.0	3.0	3.5
	Undecided	10	5.0	5.0	8.5
	Agree	91	45.5	45.5	54.0
	Strongly agree	92	46.0	46.0	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

The table above provide some intriguing findings regarding the need for Lebanese businesses to contribute to the betterment of society. The statement was strongly agreed with by 46 %, who made up a significant portion of the total valid replies received. 45.5 % responded in the affirmative that the Lebanese companies must contribute to the betterment of society, while 5% were undecided. A total of 3.5% of the respondents alluded to not agreeing with the position.

**Table 28: Lebanese Companies Must Allocate or Contribute Some of Their Resources to Charitable Work.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	2.5	2.5	2.5
	Undecided	15	7.5	7.5	10.0
	Agree	97	48.5	48.5	58.5
	Strongly agree	83	41.5	41.5	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

Per the table, the majority of respondents agree that Lebanese businesses should allocate or devote some of their resources to charitable causes. In total, 180 people agreed, with 48.5 % and 41.5 % choosing agree and strongly agree as their responses to the statement, respectively. 7.5 % of the respondents were undecided, and % said they disagree with the statement.

**Table 29: Lebanese Companies Must Participate in Humanitarian and Volunteer Work**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	2	1.0	1.0	1.5
	Undecided	19	9.5	9.5	11.0
	Agree	132	66.0	66.0	77.0
	Strongly agree	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

**Source: Field Data, 2021**

As shown in the table, the vast majority of the respondents (178 out of a total of 200 valid responses) expressed overwhelming agreement with the statement, with 66 % agreeing and 23 % strongly agreeing. 9.5 %, on the other hand, were undecided. 1% and 0.5 percent of respondents disagree and strongly disagree with the idea that Lebanese businesses must participate in humanitarian and volunteer activity respectively.

#### **4.8 Chapter Summary**

The findings were presented in this chapter after the data was subjected to statistical tests using the Statistical Package for the Social Sciences (SPSS). After that, the findings were examined by

relating the most important findings to the relevant literature mentioned in the second chapter. The findings validated the held belief in the field of participatory communication that participatory communication does have a significant bearing on awareness generation of an issue. Therefore, Lebanese businesses should consider leveraging on any of the participatory communication strategies to raise awareness of their CSR activities in Ghana.

## **CHAPTER FIVE (5)**

### **SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**

#### **5.1 Introduction**

The researcher aimed at increasing the awareness of CSR actions by the Lebanese businesses in Ghana through participatory communication. Therefore, this study also aimed to discover whether consumers agree that participatory communication might raise awareness of Lebanese companies' corporate social responsibility activities in Ghana. This chapter summarizes the entire research project and focuses on drawing inferences from the study's major findings. The findings will be discussed according to research questions that are informed by the study objectives in this final chapter. The findings are then summarized. This chapter will also look at the study's shortcomings and provide recommendations for future studies.

#### **5.2 Summary**

The level of awareness of Lebanese enterprises' corporate social responsibility initiatives is low, necessitating immediate attention to the communication strategies used by Lebanese businesses to communicate their CSR efforts. Participatory communication was proposed as one of the possible solutions in this issue. Different communication strategies that Lebanese businesses can use to raise awareness of their CSR initiatives in Ghana are available through participatory communication. Participatory communication has the benefit of improving conscientization (Yutainten, 2013). As a result, the researcher conducted this research to determine how customers feel about Lebanese companies using participatory communication to raise awareness of their CSR

activities in Ghana. Consumer expectations of CSR activities by Lebanese in terms of economic, legal, ethical, and philanthropic/discretionary responsibilities were investigated using the Carroll model of CSR. The stakeholder theory which was also employed in the research to reflect the aspect of interaction between businesses and their stakeholder, and stakeholder participation is incorporated into participatory communication strategies.

Three primary research questions were posed in order to achieve the researcher's stated study objectives. They are:

1. What is the level of Ghanaians' awareness of CSR initiatives by Lebanese businesses in Ghana?
2. Do Ghanaians support participatory communication as a way of enhancing the awareness of Lebanese businesses' CSR commitments?
3. What CSR activities do Ghanaians expect from the Lebanese businesses?

In addition, the researcher conducted a comprehensive literature review on the subject. The literature covers a wide range of topics, including the concept of corporate social responsibility, the concept of communication and communication strategies, CSR by Lebanese in Ghana, communication strategies under participatory communication, and theoretical framework. This aided in defining the study's emphasis such that it is strategically placed and contributes to the body of research.

Following a thorough study of the literature, it became clear that many prior researchers in the field of CSR and participatory communication had discovered the link and other benefits of adopting participatory communication in a CSR project. According to a study by Widhagha, Purwanto, and Hidayat (2019), participatory development communication is utilized to gather all available resources from various sectors to collaborate. Another study by Mwanyalo and Mberia (2017) discovered that participatory communication helps NGOs' interventions or programs to last longer.

The data for the study was gathered using a quantitative research approach. The research paradigm is positivism in particular. The approach utilized to collect data was a survey questionnaire with the purpose of eliciting information from Ghanaians on social media sites particularly WhatsApp and Facebook. The convenience sample technique was used to pick the 200 respondents. There were both closed-ended and open-ended questions in the survey questionnaire.

The data was coded in SPSS after it was collected. To make coding easier, the replies to the open-ended questions were grouped into themes. Overall, 26 themes emerged. Question 12 had 15 themes, whereas question 14 had 11 themes. The following themes arose in response to question 11: “Disruption of project and disagreement,” “Monitoring of project,” “Accordance with needs,” “Collaboration between the two parties,” “Stakeholder identification,” “Sharing of ideas/opinions/thoughts,” “Sense of ownership,” “Creation of value for both parties,” “Mutual comprehension,” “Arouse participation,” “Build trust and loyalty,” “Recognize the majority,” “Successful project,” “Acknowledgement of culture” and “Management of resources.” The themes for question 14 are as follows: “Increase awareness and knowledge,” “Result in Participation,”

“Physical interaction for enlightenment,” “People-centered,” “Mass media utilization,” “New media utilization,” “Uncertainty and disagreement,” “Utilization of advertisements,” “Indigenous media for awareness,” “Stakeholders and beneficiaries as promotional tools” and “Good grasps of grassroots.” Most of these themes were positive responses as to why people agreed participatory communication and its requirements will increase the awareness of Lebanese businesses CSR commitments.

### **5.3 Key Findings**

As previously stated, data was gathered to answer the study's three research questions. The first research question, which looked at consumer awareness of Lebanese businesses' CSR activities, revealed that the majority of the participants knew nothing about CSR initiatives performed by Lebanese businesses. The majority of respondents also stated that the CSR activities of Lebanese enterprises are inadequately communicated. As a result, the data backed up the claim made by the former Lebanon ambassador to Ghana, Mr. Ali Halabi that Ghanaians are unaware of Lebanese businesses' CSR obligations to the country.

The majority of respondents agreed that participatory communication is a way for Lebanese businesses to enhance awareness of their CSR in response to research question two. The data for study question one was gathered using questions 10;11;12;13; and 14 from the questionnaire. Participatory communication entails interacting with project beneficiaries or target audiences. The majority of respondents agreed that before beginning a project, Lebanese enterprises should gather information from beneficiaries. In addition, the majority of respondents felt that Lebanese

enterprises should involve beneficiaries in project development. The majority of the replies for the open-ended question (questionnaire item 12) supported the theme “*sharing of ideas/opinions/thoughts.*” Furthermore, the majority of the respondents' open-ended replies on why they feel participatory communication might enhance awareness of Lebanese businesses' CSR activities reflected the theme “*physical interaction for enlightenment.*” As a result, the majority of respondents stated that participatory communication allows for face-to-face discourse, and that the company may educate (enlighten) the intended community about their CSR activities through this physical interaction. Respondents who were against it argued that the mainstream media, new media, and advertising had a better chance of raising awareness about Lebanese companies' CSR since they reach a bigger audience. A few participants also stated that they had no understanding on what participatory communication is.

The final research question was to determine what consumers expect from Lebanese businesses in terms of CSR actions. Carroll's four CSR obligations were linked to this. Economic responsibility, legal responsibility, ethical responsibility, and philanthropic/discretionary responsibility are the four types of obligation. The researcher asked four statements for each responsibility in order to determine which of the four assertions customers expect for that particular responsibility. The second statement, “*I believe Lebanese companies must maximize their profit as much as possible*” had the most participants agreeing with it within the economic responsibility category. The second statement, “*I believe Lebanese businesses must comply with the rules and regulations at all times,*” received the most affirmation from participants in terms of legal obligation. For ethical responsibility the statement “*I believe Lebanese companies must comply with the rules and*

*regulations at all times*” had majority of confirmation from the participants. Lastly, *“I believe Lebanese companies must contribute to the betterment of society by assisting in the resolution of societal concerns”* was the most selected statement by the participants under the philanthropic responsibility. The legal responsibility received the most consenting responses out of all the assertions, followed by ethical responsibility, philanthropic responsibility, and finally economic responsibility. This is the inverse of Carroll's CSR pyramid. The first and lowest level of the pyramid, according to Carroll, is economic responsibility. The legal responsibility comes next, followed by the ethical responsibility, and finally the philanthropic responsibility. However, based on the responses, legal obligation came first, followed by ethical responsibility, philanthropic responsibility, and finally economic responsibility. From the responses from this study, Carroll's pyramid was not followed in its entirety.

#### **5.4 Study Limitations**

The study was an exploratory one, designed to determine whether customers support participatory communication as a means of improving Ghanaians' awareness of Lebanese businesses' CSR initiatives. The study, on the other hand, has the following limitations:

- ❖ Due to budgetary and time constraints, the study was unable to use a larger sample size. Instead of the 300 individuals originally requested by the researcher, 200 were used.
- ❖ Secondly is getting the responses from the participants. Because the surveys were distributed via online platforms, participants were able to fill them out at their leisure.

Because the researcher was not physically there to collect the questionnaire within a given time frame, data collection was slow and time-consuming.

## **5.5 Recommendations**

The following recommendations have been made based on the findings of this study:

- ❖ Future research should focus on specific Lebanese business in determining the extent to which their CSR efforts are known and the best strategy for increasing their CSR awareness.
- ❖ Researchers can also employ a qualitative or mixed method approach to elicit extra information from individuals. Furthermore, while this study focused solely on Ghanaians who are not working for any Lebanese business, future studies may include employees from a Lebanese company to learn more about their perspectives on growing awareness of their CSR activities in Ghana. They can also learn what obstacles Lebanese businesses face in presenting their CSR initiatives to the public.

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## **APPENDIX**

### **SURVEY QUESTIONNAIRE**

Greetings, respondent. I am a post-graduate student at the Ghana Institute of Journalism, conducting research on “Increasing Consumers Awareness of Lebanese Businesses’ Corporate Social Responsibility’s Through Participatory Communication in Ghana.” (A communications strategy is a plan for communicating with your target audience about a certain initiative, event, or intervention. Corporate Social Responsibility, on the other hand, is a management concept in which businesses incorporate social and environmental issues into their operations and interactions with stakeholders’ Participatory communication is an interactive procedure that allows stakeholders to express themselves; it is a communication approach that involves people in the decision-making of a development process.)

I’d like you to assist me in answering these questions so that I can access information for this study.

I assure you that your response will only be used for the purposes of this study.

#### **SECTION A**

1. Age?

20-29

30-39

Above 40

2. Gender?

Female

Male

3. What is educational level?

Shs graduate

Diploma

Degree

Postgraduate

4. What is your employment status?

Employed

Non-Employed

5. What is your marital status?

Single

Married

Divorced

Other

## SECTION B

6. What level of understanding do you have of the term "corporate social responsibility"?

- I'm familiar with it
- This is the first time I've heard of it.

7. How important do you think it is for businesses to operate in a socially responsible manner?

- Really crucial
- Somewhat important
- It is not essential.

8. Are you aware that several Lebanese companies in Ghana practice corporate social responsibility?

- Yes
- No

9. Do you believe Lebanese businesses' CSR actions in Ghana are adequately communicated?

- Yes
- No

10. Should Lebanese companies consult with or seek information from community beneficiaries before embarking on a community project or initiative?

Yes

No

11. Is it appropriate for beneficiaries to be involved in a Lebanese company's CSR project?

Yes

No

12. Please explain the reason for your choice of answer \_\_\_\_\_

13. Do you think participatory communication will increase the awareness of corporate social responsibility by Lebanese businesses in Ghana?

Yes

No

14. Please explain the reason for your choice of answer \_\_\_\_\_

15. Have the communication strategies utilized by Lebanese firms boosted your knowledge of their CSR efforts?

Yes

- No

16. How would you rank the communication strategies utilized by the Lebanese community to communicate on their CSR initiatives?

- Outstanding
- Good
- Fair
- Poor

### **SECTION C**

Please select and write what you believe Lebanese businesses should do in terms of corporate social responsibility on a scale of 1-5 (with 1 being the least and 5 being the most).

1. Strongly disagree
2. Disagree
3. Undecided
4. Agree
5. Strongly agree

<i>I believe Lebanese businesses must.....</i>	<i>Response number</i>
Always strive to improve their financial success.	
Maximize their profit as much as possible.	
Not divert their attention away from their economic function by addressing societal challenges.	
Make an effort to reduce the cost of their products.	
Ensure that their operations adhere to the law's requirements.	
Comply with the rules and regulations at all times.	
Avoid breaking the law even if it increases their overall performance.	
Work hard to meet corporate tax requirements.	

Be dedicated to society's well-defined ethical ideals.	
Do what is right, fair and just in society.	
Prioritize ethical beliefs before financial ones.	
At all costs, avoid causing harm.	
Perform a function in society that isn't just about making money.	
Contribute to the betterment of society by assisting in the resolution of societal concerns.	
Allocate or contribute some of their resources to charitable work.	
Participate in humanitarian and volunteer work	