

**GHANA INSTITUTE OF JOURNALISM**



**THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER  
BEHAVIOUR: A CASE OF KASAPREKO COMPANY LIMITED'S CSR  
THROUGH AWAKE MINERAL WATER**

**BY:**

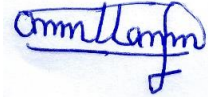
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**A PROJECT WORK SUBMITTED TO THE SCHOOL OF GRADUATE AND  
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DEVELOPMENT COMMUNICATION**

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## DECLARATION AND CERTIFICATION

I, Lambert Donkor, hereby declare that this thesis titled *The Effects of Corporate Social Responsibility on Consumer Behaviour: A Case Of Kasapreko Company Limited's CSR through Awake Mineral Water* is my own work and has not been presented for a degree in any other university, and all materials used in this thesis have been duly acknowledged.



12/11/2021

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**SUPERVISORS DECLARATION**

I hereby certify that this project work was done under my supervision. I thereby approve that the work is adequate in scope and quality for the partial fulfilment of the requirements for the award of a Master's of Art in Development Communication.



12/11/2021

.....

.....

DR. IKE TANDOH

DATE

SUPERVISOR

## **DEDICATION**

My greatest thanks go to God for how far he has brought me.

I dedicate this thesis in honour of the late Major General Francis Vib-Saziri (Former Head of the United Nations Disengagement Observer Force Mission) without whose support I wouldn't have had the opportunity to offer my top up Degree in Communication which paved way for my master's degree in Development Communication.

To my families, the Donkor's, as well as Mr and Mrs Yaagy for their love, patience, financial support and encouragements through this journey.

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## **ABSTRACT**

This research sought to examine the effects of corporate social responsibility on consumer behaviour in Ghana with the study of Kasapreko's Awake mineral water as a case. The study adopted a quantitative approach in which 200 consumers of Awake mineral water were surveyed for their views on the CSR activity of the brand. The study found that the CSR activity of Awake mineral water in donating part of its proceeds to charity place it in a favourable light among consumers and the general public, adds to their brand identification and puts them ahead of the competition as majority of respondents revealed they are more likely to buy Awake mineral water over other alternatives in the market. This study thus found a positive affinity between CSR activity and consumer behaviour, in that CSR works in favour of brands, having a positive effect on consumers which can lead to an increase in sales. The study recommends that corporate organizations should take CSR activities more seriously, as it plays an important role in the success of their organization.

***Keywords: Awake Mineral Water, Corporate social responsibility, Branding, Philanthropy, Charity.***

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# **CHAPTER ONE**

## **INTRODUCTION**

Corporate social responsibility has become an important part of organizational success. This, means that the concept of social responsibility has become an important tool in determining the success of organizations around the world (Rahim, Jalaludin, and Tajuddin, 2011). Although CSR is not a mandatory or legal obligation, it has become very important as consumers are increasingly worried about the impacts of businesses on the environment and people within where the businesses operate (Carroll, 1979). The following study is advanced to examine the impact corporate social responsibility has on the behavior of consumers. The results will form the basis of further interrogation, and or adjustments to how corporations respond to corporate social responsibility.

### **1.1 Background**

The concept of corporate social responsibility has grown to become an important aspect of the existence of businesses across the world. Rahim, Jalaludin, and Tajuddin have referred to this as an unconscious practice not entirely under any regulation or special laws (Rahim, Jalaludin, and Tajuddin, 2011). However, corporations and businesses are expected to practice and obey and be socially responsible. According to these researchers, by engaging in CSR, corporations will be able to gain better recognition among the public and their customers. Although the traditional view of corporations is to maximise profits, the new non-legal conformation to being socially responsible has become an increasing demand that puts corporations in a situation where they have to share their profits.

Carroll (1979) sees corporate social responsibility as treating stakeholders of the firm or organization ethically and responsibly. This is seen in the situation where organizations take responsibility for the impact of their businesses on their stakeholders and the environment.

Harrison and Freeman (1999) also argue that consumers today have become more aware that corporations must be responsible as a result of media coverage of the impacts of businesses and corporations on the environment and society as a whole. Thus, it is no more considered acceptable for businesses and organizations to neglect CSR. In this regard, businesses are redefining their roles, which are no longer focused only on wealth creation, but also on being ethically responsible towards their stakeholders.

Altman (2007) argues that corporations that do not equip themselves with corporate social responsibility activities will be left behind with the increasing global competition, international standards, and the continuous demand for environmentally friendly methods of production.

Kotler and Lee (2004) have also suggested that corporate social responsibility is a commitment to improving the well-being of society through discretionary business [practices and contributions of corporate resources, which is becoming the norm in today's business environment. Rochlin et al. (2005) discovered that "by building a business strategy that aligns social, environmental, and economic performance with long-term business value, corporate responsibility becomes part of core business and is tied to long-term value creation for both business and society". CSR may have the impact of building long-term customer loyalty, gaining social legitimacy (Hawn et al., 2011), trust, or brand equity (Godfrey and Hatch, 2007).

For example, in a survey conducted by McKinsey 89 percent of those surveyed believed that it is in the interest of the public when corporations engage in, socially responsible activities (Mishra,2012). Indeed, corporate social responsibility is no longer seen as just a regulatory or discretionary cost, but as an investment that can also bring a lot of returns financially to the organization or business (Pohle and Hittner, 2008).

Of course, it has been observed that in the past, corporations used to view social activities in a way that seeks to cause the public to view the organization in a positive light, and thereby

reward their good works with purchasing, or other positive returns that will directly turn the fortunes of the company around (Mishra,2012). However, in the current dispensation where CSR has taken a new meaning, being socially responsible is not a means to an end but rather an obligation that is in the interest of the organization (Becker-Olsen et al., 2006). Positive associations have been found between social initiatives and price, perceived quality, corporate attitudes, and purchase intentions (Becker-Olsen et al., 2006). The pay-off from socially responsible programs is not guaranteed and may take time; as a result, many managers still view CSR as an expense rather than an investment. In few cases, research suggested consumers will punish firms that are perceived as insincere in their social involvement (Sen and Bhattacharya, 2001; Simmons and Becker-Olsen, 2002).

According to Mohr et al. (2001), consumers usually face difficulties in getting information about the CSR activities of the firms. Studies have also suggested that some consumers usually base their associations with a firm due to their social activity. Another interesting finding was that more than half of the respondents described that they are likely to be influenced to try a new brand in the future as a result of these cause-related promotions. Similarly, Webb and Mohr (1998) in their study mentioned that 79% of respondents could describe a specific cause-related marketing campaign once the concept was explained to them. Lee and Shin (2010) suggest that the more the consumers are aware of CSR, the better they understand CSR activities.

According to Auger et. al. (2004), there is currently a growing consumer awareness and expectation concerning environmental impacts such as environmental degradation and climate change. Consumers are also becoming aware of issues of social responsibility (Mishra,2012). While prior work indicates mixed results related to consumer awareness levels of CSR initiatives, Dawkins (2004) concluded that consumers are, in fact, quite interested in learning more about CSR initiatives and such marketing communications present an opportunity to shape organisational image and brand beliefs.

However, Boulstridge and Carrigan (2000) argue that CSR is far from being the most dominant criteria in consumers' purchasing decisions; Traditional criteria such as price, quality, and brand familiarity seem to remain the most important choice criteria. Consumers buy for personal reasons rather than for societal ones (Beckmann et al., 2001). This goes slightly contrary to the arguments made by Mishra (2012), when he suggested that consumers may be influenced to positively reciprocate CSR activities with purchasing or other positive activities to the organization.

It has also been argued that historically, the social responsibility of corporations is economic responsibility as the basic economic responsibility in business corporations (Carroll, 1979). Thus, to satisfy this economic responsibility towards society, corporations and businesses must provide goods and services that society wants at a good price. of course, this responsibility is not only to consumers but also to the business itself as it has to make profits or money to keep the business running.

According to Carroll (2016), there is also the legal, ethical, and philanthropic responsibility of corporations, which are all part of corporate social responsibility. Thus, while some see CSR as a legal obligation, it can also be seen from an ethical dimension where the argument is that those standards and expectations that reflect a concern for what consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders' moral rights (Carroll, 1979) is kept by the business or corporation. This has been confirmed in a survey by Creyer and Ross (1997), who conducted a survey on the parents of students to measure their response to ethical behaviour of companies and corporations. Results from the survey suggest that respondents were willing to pay more for products from ethical corporations.

The philanthropic dimension of corporate social responsibility confirms corporate actions that respond to society's expectations and needs from the corporation as a good corporate citizen. It

has been argued that corporate philanthropy is likely to put the corporation in a good light among the public, thereby enhancing the image of the corporation and increase its visibility among the public (Rahim et.al., 2011). According to Fombrun, Gardberg, and Barnett (2000), the case for philanthropy comes from two different sources; strategic philanthropists argue that, although philanthropy may not generate direct economic returns, it will enhance the firm's long-term competitive position through intangible gains in reputation, legitimacy, or employee loyalty.

## **1.2 Problem Statement**

The importance of corporate social responsibility has been underscored by scholars in different studies. Proponents of corporate social responsibility such as Carroll (1979) have often considered the firm's role in the society in which they operate as well as their impacts on the people and the environment on different levels (social, ethical, legal, and philanthropic) (Lindgreen and Swaen, 2010). Stakeholders around the world have also begun to demand that organizations become more socially responsible in their various locations (Prioret et al., 2008).

Studies such as those conducted by Panda et al. (2018). have maintained that corporate social responsibility initiatives promote and enhance the corporate image of the organization by positioning it in a positive light among the public, which is able to give it the currency of differentiation CSR activities have also been used to address consumers' social concerns, create a favourable corporate image and develop positive relationships with stakeholders. By influencing customer satisfaction, market value and purchase behaviour, CSR implementation can translate into increased profitability for the firm (Stawiski et al., 2010; Liu and Zhou, 2009).

The growing importance of CSR has become an increasing interest to researchers, especially the relationship between CSR and consumers. s. For example, Green and Pelozza (2011) studied how consumers define CSR and how it can enhance the overall value proposition for

consumers. The study found that CSR provides emotional, social, and functional value for customers and that each of these enhances or diminishes the overall value proposition.

Jamali et al. (2008) explored the interrelationships between corporate governance and CSR and found that the majority of managers conceive corporate governance as a necessary pillar for sustainable CSR. Liu and Zhou (2009) also explored the effects of CSR on (customer) loyalty and found that CSR improves the corporate image, affects customer trust, and causes customer loyalty.

Similarly, Afiuc et al. (2020) explored the relationship between CSR and customer retention in the telecommunication industry in Ghana. They found that CSR is directly associated with corporate image. They also found that CSR is directly associated with customer retention.

While there is considerable work in the area of corporate social responsibility and its impact and relationship on different constructs, few researches have been able to examine the influence of corporate social responsibility on consumer behaviour. For example, in the studies of Jamli et al (2008) who looked at the relationship between corporate governance and CSR, the scope of the research was limited to only aspects of the corporation in terms of governance and how that influenced their CSR activities. While Afiuc et al provide a recent study on CSR and its impact on customers, the concentration was on telecommunication networks. This research will build on these works, by examining CSR in one of Ghana's first ever charity driven product, Awake mineral water, and examine its impact on customers.

This research will put CSR on the radar by examining the specific influence of corporate social responsibility on the behaviour of consumers and not merely answering the question of whether it influences them or not.

### **1.3 Research Objectives**

The present study seeks to examine the influence of corporate social responsibility on the behaviour of consumers. Specifically, the study seeks to

- Evaluate of the effects of corporate social responsibility on consumer behaviour in Ghana
- To find out the effect of Awake's CSR activity on consumers
- To find out whether Awake's CSR activity places it above its competitors in the market

### **1.4 Research Questions**

In order to realise the objectives, set out in this study, the following questions are raised

- What are the effects of CSR on consumer behaviour?
- How does Awake Mineral Water's CSR activity influence consumers
- Does Awake's CSR activity places it above its competitors in the market in Ghana?

### **1.5 Significance of Research**

This research is important because it will;

- Serve as new knowledge for both corporations and academia on the impact of corporate social responsibility on consumer behaviour.
- Serve as a policy document for both corporations in Ghana and Africa to use as a guide in their corporate social responsibility efforts.
- Increase understanding of consumers and public on the need for corporations to engage in socially responsible activities.

## **1.6 Scope of the Research**

The research will generally focus on the concept of corporate social responsibility and its role on consumer behaviour in Ghana. The focus of the study will be on the concept of CSR, consumer behaviour and how the two concepts impact on each other, specifically, how CSR affects the behaviour of consumers in Ghana.

## **1.9 Organization of Study**

This study is organized into five chapters. The first chapter provides an introduction, background, and problem statement of the study. It also provides research objectives, question, and significance of the study.

The second chapter provides a review of literature as well as concepts and theories that are related to the studies with the aim of providing a strong context and foundation for the studies.

The third chapter is the methodology which details the various methods that will be used to conduct the research. It also presents the research design as well as data collection tools and procedure that are used in the research.

The fourth chapter is the data presentation and analysis where the data for analysis is provided as well as an analysis of the data is presented.

In the last chapter (Chapter 5), there is the presentation of the findings and a discussion of the main results and recommendations of the research.

## **1.10 Conclusion**

This chapter considered the Evaluation of the Effects of corporate social responsibility on consumer behaviour in the context of Awake Mineral water. The problem statement, research questions, objectives as well as a background to the discussion has been advanced. The chapter

also considered the significance of the studies to both academia and industry and offered an outline of how the remaining chapters will be organised.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This section of the paper is focused on reviewing literature regarding the topic. The chapter presents some review of scholarly articles on core concepts of the underlying theme of this study while paying critical attention to issues such as scholarly dimensions to corporate social responsibility, its evolutionary practice in Ghana, consumer behaviour perspectives as well as how the practice of CRS impacts consumer behaviours.

#### **2.0.1 Awake Mineral Water**

Kasapreko Company Limited (Kasapreko) is the leading herbal drink manufacturer in Ghana. As a member of the Ghana Club 100, Kasapreko is representation of an authentically Ghanaian corporate brand. The business was birthed out of a goal to provide quality drinks at affordable prices for the Ghanaian; a vision that has now expanded to a global focus. Kasapreko has products sold worldwide under a variety of brands in the bitters, whisky, gin, liqueur, brandy, and wine drink categories.

Our brands are celebrated in Africa and across the world. One of the key products of Kasapreko is Awake Mineral Water. Awake is a charity-driven bottled purified water focused on changing lives in Ghana – the first of its kind. Awake purified drinking water highlights Kasapreko's ability to couple its award-winning products with its corporate social responsibility across communities in Ghana. Awake's tagline "One4Life" underpins this initiative, as each bottle purchased will have a significant impact on someone's life.

## **2.1 Corporate Social Responsibility**

Scholars have advanced that ethical socially responsible behaviour it is a great hallmark for companies. There have been calls throughout the evolution of business professionalization for organizations to place a lot of emphasis on Corporate Social Responsibility. While some literature and indeed some school of thought argue that the idea of social responsibility towards societies defeats the purpose of business profitability (see for instance (Jiao & Xie, 2013; Lee & Jung, 2016; Arumemi, 2016) other schools of thought commend the need for social and ethical behaviour towards the societies that organizations operate in (Kapur, 2020; Pochtovyuk, Semenikhina, Onyshchenenko, & Ruban, 2019).

Mishra (2012) however avers that regardless of existence of the rife debate on the essence and relevance of social responsibility towards societies, the practice of Corporate Social Responsibility is increasing gaining grounds in global business today. Kotler and Lee (2014) add that the nature of today's business environment has undergone dramatic changes in both the nature of business competition and globalization. Firms have now turned to Corporate Social Responsibility practices as a means of gaining prominence in the minds of consumers, and other relevant stakeholders.

Many definitions of Corporate Social Responsibility (CSR) have been proposed in literature. However diverse and vast the definitions of CSR may seem in literature, the underlying principle upon which the concept is built is to simply ensure that key stakeholders are treated responsibly (Hopkins, 2014). Hopkins argues that while the diverse and vast nature of definitions regarding CSR present varying perspectives to understanding the concept, it also establishes a situation where there is no or very little consensus on an agreed definition.

In advancing definitions to CSR however, Hopkins mentions that scholars take critical note of certain issues that place the idea of CSR in business – ethical practice nexus. He mentions concepts such as social responsibility, corporate responsibility, sustainability, citizenship, good

corporate governance, ethical organization, inclusive organization, and civil organization. According to Hopkins (2014, p. 5) these concepts act as precursors and play central roles in many definitions advanced in literature regarding corporate social responsibility. Aside this, Hopkins further asserts that CSR definitions are built on three main block – what is corporate? What is a Stakeholder? What is ethical behaviour? Answering these questions therefore capture the core essence of what CSR is.

In line with Sweeney and Coughlan's (2008) definition, CSR is an obligation of businesses 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. This places the remit of CSR in terms of stakeholder engagement and management that benefits the brand of the corporation.

Since the initial postulations of this definition, CSR have adopted diverse and expansive definitions. Frederick (2006) in line with Bowen's idea of CSR being a business obligation defines the concept as conducting the affairs of a business in such ways to maintain equitable and workable balance among the claims of the various directly related stakeholders. This includes ensuring a harmonious balance among stockholders, employees, customers, and the general public.

Marrewijk (2003) as well as McWilliams, Siegal and Wright (2006) perceive CSR as a set of organizational activities done organizations out of their own volition. Marrewijk notes specifically that the concept of CSR concerns a set of activities that are voluntary

in action and hinges on constant interaction with stakeholders of the organization. McWilliams, Siegal and Wright (2006) CSR is a set of actions that advance some social good, beyond the profitability interests of the firm and what is required of them by law.

Elkington (1994) avers that business organizations have three main critical responsibilities under the concept of CSR. They are responsibilities to people, planet, and profit. Thus,

Elkington explains CSR as responsible behaviour aimed at ensuring employee, environmental as well as economic stability. This dimension of CSR definition acknowledges that organizations also exist to make profit and by making profits they establish some responsible behaviour to members of society. However, the definition pays key cognisance to responsible behaviour towards human elements of the business environment as well as the physical environment. In an almost similar vein, Moir (2001) also advances six parts of CSR that are critical to the concept. They include community, environment, marketplace, workplace, ethics, and human rights.

One of the most ubiquitous definitions in literature on CSR is that which is proposed by the Commission of the European Communities. They espouse that.

*“Corporate social responsibility is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholder on a voluntarily basis.”* (Commission of the European Communities, 2001)

This definition captures the relevance of the concept of CSR, advancing that it is a strategic integration of certain policies and activities in line with organizational operations to act voluntarily concerning some social issue. The definition has since its postulation by the commission become widely used in both practice and academia.

The core meaning of corporate social responsibility is therefore engraved in the thinking that organizations need to act or behave in responsible manners towards the societies within which they operate. Scholars have argued as have been shown that organizations do not exist to simply make profits and increase dividends for stockholders. Organizational Stakeholders such as its social publics must also be considered in organizational operations with key focus ethical responsible behaviour.

## **2.2 Relevance of CSR to Corporate Organizations**

The very basic ideology upon which the concept of CSR is developed expresses that its core relevance is to ensure organizations act in such responsible manner towards the societies within which they operate. However, scholars identify that there is still some wide uncertainty as to the true reasons why organizations engage in CSR activities (McWilliams, Siegel, & Wright, 2006). However, literature suggests that CSR activities are implemented by organizations for a host of reasons that are both beneficial to firms as well as their stakeholders.

Sprinkle and Maines (2010) simply assert that organizations engage in CSR activities because it is simply the right thing to do and that it is part of being a good citizen. While this viewpoint of the relevance of CSR may seem simplistic, it sheds a lot of light the idea of corporate citizenship where firms are interested in personalizing their activities as critical members of the society contributing their quota to national development. Also, Sprinkle and Maines' position further present perceived moral attachments of organizational behaviour. Organizations through CSR activities, as Sprinkle and Maines suggest perceiving themselves as doing what is moral in the minds of societies.

Further, some scholars argue that firms ride on the concept of CSR to get into the good books of society and hold a better appearance and subsequent support from stakeholders. This way, organizations engage in CSR activities because the activities mainly afford them some form of required publicity and good will in the minds of stakeholders (Sprinkle & Maines, 2010; Alhammedi, 2018). Furthermore, CSR can also be perceived as a strategic investment for organizations. This is because organizations benefit in the long run from substantial business-related benefits as a result of efforts, they put in CSR activities (McWilliams, Siegel, & Wright, 2006).

## **2.4 Types of CSR**

Scholars argue that the core value of CSR is to create favourable corporate social reputation amongst stakeholders. There exist two types of reputation that the different forms of CSR seek to achieve. These include reputation among public stakeholders and reputation among financial stakeholders (Wang & Berens, 2014). Wang and Berens (2014) aver that in assessing in the corporate social performance (CSP) of organizations, the crux of whatever CSR that is practiced is supposed to help the organization gain some heightened level of reputation, which in turn can hold immense financial relevance to the firm in the long run.

Within the literature, four (4) types of CSR exist. They include Economic CSR, Legal CSR, Ethical CSR and Philanthropic or discretionary CSR (Carroll, 2016). These forms of CSR are better explained with Carroll's four step pyramid which he presents as a framework for understanding responsible corporate behaviour.

### **2.4.1 Economic Corporate Social Responsibility**

According to Carroll, economic CSR are simply fulfilling those economic conditions and responsibilities that are required for the existence business organizations. Carroll argues that organizations have a responsibility to society to be economically viable for the very reason that societies where businesses operate gave such firms the permission to operate within them. While the idea of fulfilling economic and financial requirements and scaling the business may seem a regular and normal reason for the existence of organizations, this is so because society expects that by the very fact that they have allowed some organizations operate within them, such businesses ensure they are profitable and are able to provide incentives for shareholders to invest enough resources (Carroll, 2016).

### **2.4.2 Legal Corporate Social Responsibilities**

Societies do not only give permission for organizations to operate and fulfil economic responsibilities, also through some mechanisms society establishes some ground rules which serve the purpose of guarding business operations and functions. As such Carroll argues that organizations that abide by these laid down ground rules established by societies are perceived by society as a socially responsible. Business are therefore expected by society to comply by policies, rules and regulations, codes of ethical conduct among other socially established legalities of business operations in the society. Organizations that show some commitment to abiding by such legal restrictions are considered responsible to society.

### **2.4.3 Ethical Corporate Social Responsibility**

Carroll (2016) holds that the idea of guarding business operations and behaviour in society with legal restrictions and laws is essential but not sufficient enough. In complementing the essence of laws and regulations, society expects that firms operate and function in the best ethical manner. Being ethically responsible means that an organization embraces and acts in those ways that society sees as the moral or right thing to do although it may not be codified into some laws and regulations. Carroll (2016) argues that in some instances ethical responsibility means that organizations will have to be responsive to the 'spirit' of the law, acting, operating and behaving in such ways that conform to some perceived actions of rights in society.

### **2.4.4 Philanthropic or Discretionary Corporate Social Responsibility**

In simple terms this form of CSR deals with all forms of business givings. It is embrasive of the idea of voluntary or discretionary activities although in its literal sense it may not be a responsibility or some form of binding social expectation. Philanthropic CSR today, is the most observed form of corporate social responsibility (Carroll, 2016). In this form of CSR,

organizations are not bound by law or any ethical conduct, but the business's desire to actively participate in social activities that are not mandatory. Carroll (2016) asserts that although organizations may not be bound by any law or ethical code to engage in philanthropic CSR, organizations may be motivated to implement activities of philanthropy as a result of the social contract that exists between themselves and the society. Here, the organizations engage in such acts of benevolence such as giving monetary gifts, products and service donations, volunteerism by employees and management among others.

## **2.5 CSR Practice in Ghana**

The idea of CSR practice in Ghana is characterised by the thinking that large multinational corporations must contribute to solving pertinent social and environmental problems within the immediate society where they operate (Ssarpong, 2017). Often, CSR practice in Ghana looks more critically at how large corporations (such as MTN, Valco, Goldfields and AngloGold) impact the social and physical environment and how by virtue of the fact that organizations have standing social contracts with society need to express some form of responsibility for the seeming negative effects of their operations. Sarpong (2010) for instance mentions that mining companies in Ghana for instance, cause a large degree of pollution, waste, soil erosion, deforestation etc. as result of their operations. Stakeholders therefore expect that some compensation be made to the society for this destruction being caused.

Amponsah-Tawiah and Dartey-Baah (2011) avers that the history of CSR development in Ghana is closely linked with the socialist ideologies of her first president, Kwame Nkrumah. They however proffer that the initial practice of CSR in Ghana was mainly economic and legal, requiring private corporations especially to scale and pay taxes to the central government while state-owned institutions performed more of the philanthropic CSR duties. Hence, private business even in recent times shy away from other forms of CSR aside paying taxes and

ensuring sustenance. However, a shift can be observed in the current landscape, as in light of the ever-changing business world and the capitalist outlook of the Ghanaian economic system, these private organizations are now often engaging in some forms of social responsibility aside just economical.

While many Ghanaian firms are actively involved in CSR practices now, most of these CSR activities are done through the lenses of what the organization perceive as the right thing to do. The over-bearing meaning of this is that CSR practice in Ghana is mostly organization centred although the core underpinnings of the concept is to have a society approach or at least a participatory approach to responsible social behaviour (Sarpong, 2010; Sarpong, 2017). In Ghana, CSR activities are mostly characterised by building of schools, hospitals, donating to state institutions and needy persons in society etc.

Regardless of the fact that CSR specific activities are not absent from organizational operations of firms in Ghana, the concept is often not according to the due acknowledgement in Ghana. For instance, the World Business Council for Sustainable Development in a study conducted in 2000 on CSR found that corporations in Ghana did not perceive CSR as top priority on the agenda list. The implication is that, while firms are involved in practice some form of activities of benevolence and of ethical standards, they still have very little regard for the relevance of CSR. The study attributed this to the notion that CSR activities are too expensive, a lack of adequate governmental control and involvement. Ofori and Hinson (2007) also add that the motivation to properly practice CSR in Ghana is almost extant in organizations. This is mainly because organizations felt very little pressure from stakeholders to engage in CSR activities and priorities them on their business agenda.

The establishment of the Ghana Business Code (GHBC) through the collaborative efforts of the Association of Ghana Industries and Ghana Employers Association marked the original documentation of CSR practice as a critical aspect of business operations in Ghana. Until then

CSR activities in Ghana were not standardized (Amponsah-Tawiah & Dartey-Baah, 2011). The GHBC which was modelled after UN's Global Compact focuses on the triple bottom line (profit, planet, and people) as a means of measuring the ethical performance of businesses in Ghana. Amponsah-Tawiah and Dartey-Baah (2011) however put across that organizations are not obliged under laws to sign up to this code of behaviour.

The practice of CSR over the years have thus seen many phases although it still remains a critical aspect of the Ghanaian business landscape that needs to be enforced, entrenched and well-guarded.

## **2.6 The Concept of Consumer Behaviour**

Within marketing research, a critical conception that studies have focused on regards how consumers behave towards products, services, and brands. Over the past few decades, a lot of research have paid particular attention to understanding how human psychology and behaviour affects product or service purchase and consumption (Barmola & Srivastava, 2010). Firms have therefore become more aware and interested in understanding how consumers behave towards their products and services as well as the kinds of attitudes they exhibit over time (Ajzen, 2008). Consumer behaviour and attitudes is ultimately what makes the difference in purchasing goods and services (Barmola & Srivastava, 2010).

According to Ajzen (2008) consumer behaviour refers first and foremost to the act of purchasing a certain product or service. Hence, when a buyer purchases a product, they are seen as having exhibited some behaviour towards the product or service. However, marketers as well as consumer psychologists are not so much interested in this basic form of consumer behaviour exhibition. Ajzen (2008) contends that while consumer psychology is an expansive topic and covers the entire processes of the consumer's purchase decisions, it is often beneficial for researchers to keep clear focus on single behaviours in order to better understand the consumer.

The American Marketing Association explains consumer behaviour as the dynamic interaction of cognition, behaviour, and environmental events by which people conduct the exchange aspect of their lives with various social and psychological variables at play. The definition simply qualifies all the psychological processes a buyer goes through when acting in a particular way towards a product, service, or brand. In certain instances, consumer behaviour may not be visible in the form of actions or activities.

They also involve decision making process that builds certain attitudes and value systems towards goods, services, and brands (Ajzen, 2008). Some consumer behaviours are also exhibited in the form of non-decisions – thus, consumer behaviour may also be expressed through a lack of motivation to decide or act in a particular way. Ajzen (2008), Ajzen (1999) as well as Ajzen and Fishbein (1980) posit that consumer indecisions on products and services within themselves are decisions to maintain the status quo.

## **2.7 Factors that Influence Consumer Behaviour**

According to (Barmola & Srivastava, 2010) the study of consumer behaviour especially in the current business environment is complex and ever dynamic. Three factors however influence consumer behaviour. Hence, they estimate that three core issues influence how consumers behave and shape attitudes towards products and services.

**External Influence Variables:** These factors are existent in the external environment. Issues such as culture, sub-culture, social class, family, and interpersonal influences etc. make up external influencing factors.

**Individual Determinants:** Barmola and Srivastava (2010) further mention that these influences are personal in nature include Personality & Self-concept, Motivation & Involvement, Perception & Information Processing, Learning & Memory, and Attitudes etc.

Barmola and Srivastava mention that these factors can be influenced by external influence variables.

**Consumer Decision making Process:** The buying decision comes as a product of the complex interaction of the external factors and the personal attributes. The inner most circle denotes the consumer decision making process regarding products & services, whose major steps are : Problem Recognition, Information Search, Evaluation of Application, Purchase Decision, Post-Purchase behaviour.

## **2.8 CSR and Consumer Behaviour**

The concept of CSR can be closely linked with customer behaviour. Literature suggests that when organizations engage in certain CSR activities, the consumers who are a critical stakeholder exhibit certain behaviours and attitudes which suggest that there is an effects influence on the way consumers behave towards products or services as a result of CSR activities. Khan, Kasliwal and Joshi (2017) as well as many other scholars proffer that CSR has critical impact on purchasing behaviours of consumers. They identify that consumers are willing to pay higher prices for goods and services made by a firm that is frequently engaged in CSR activities and is ethically responsible. Also, consumers are also willing to make donations for organizations to embark on CSR campaigns as well as buy products from a company for the simple reason that the company is engaged in a desired CSR project.

The CSR – consumer behaviour nexus has been discussed quite extensively in literature. Some literature look at the general influence of CSR on consumer behaviour while some pay critical attention to core dimensions of consumer behaviour. Awomodu, Alofoje and Fasehun (2014) for instance focus on consumer choice as a consumer behaviour while researching into how corporate social responsibility strategies are used as catalysts for consumer product choice making. They found that CSR creates legitimacy, asymmetric information systems and ethical

decision making process that enabled active consumer behaviour. More specifically, the findings indicates that CSR does not necessarily increase sales. However, it increases consumers' appetite for product purchase use and information sharing. Hence, the authors argue through their findings that CSR impacted consumer behaviour by increasing intent to purchase.

Trang (2012) researched into the influence of corporate social responsibility initiatives on the consumer behaviour of customers of Turkish restaurants. The study confirmed that indeed, CSR activities have great impacts on the consumers behaviour towards products and services. However, he found that the impact levels range from organization to organization relative to forms and frequency of CSR activities engaged in.

In another study by Srinaruewan (2013) indicate that organizations or brands that are frequently involved in CSR experience higher levels of brand identification and awareness from consumers than organizations who do not engage often in the activity. The study further showed that brands that are not so well known or are familiar with consumers enjoyed higher levels of consumer identification, brand association and further build favorable brand attitudes and purchase intentions in the minds of consumers than brands that are very well known. A study conducted in the Saudi Arabia by Jenkins (2004) tried to find some relationship between organizations' CSR activities and competitive advantage.

Hence the study tried to understand whether CSR engagements gave organizations competitive advantages over others through customer satisfaction and increased customer awareness. The study established a correlation between levels of CSR and corporate reputation and customer satisfaction. Thus the study found that as CSR activities increased organizational reputation also increased and so did customer satisfaction of the organizations' brands also increase. This in turn improved competitive advantage of organizations that exhibited less interests in CSR activities.

These studies as well as many others contribute to evidence that point out that CSR activities and the type of which is performed have some diverse impacts on consumer behaviour. Empirical evidence show that CSR activities have the potency of influencing consumer awareness of products and services as well as intent to purchase. Also, the studies show that CSR has the ability to influence levels of brand or product and service loyalty.

### **CSR Activities in Ghana**

Corporate Social Responsibilities in Ghana has deep run roots in the socialist orientations of former president Dr. Kwame Nkrumah who gave the impression that State Owned Organizations must actively engage in activities that are geared towards solving certain social problems. This was rightly so especially when such organizations were not paying taxes (Amponsah-Tawiah & Dartey-Baah, 2011). CSR activities in Ghana therefore have long existed in the business landscape of the country. Different businesses in the country engage in CSR activities differently. However, a generic overview of organizations in Ghana will show that the majority of CSR activities are spearheaded by large multinational companies mostly from the telecommunications and mining industry. Thus, large businesses such as MTN, Valco, Goldfields amongst others are the leading names that can be found within CSR activities in Ghana (ibid).

Generically literature on CSR in Ghana is not plentiful. Some studies have however tried to investigate into what organizations in Ghana perceive as CSR and the kinds of activities they engage in as CSR activities. Antwi (2019) for instance studies the choices of CSR activities in seven media institutions in Ghana. The study found that organizations engaged in CSR activities within education, health, sports, and religious aspects of society. Antwi acknowledges that CSR activities undertaken by the sampled organizations were geared towards community development and capacity building.

In a quantitative survey study by Hinson *et al.* (2016) they found that banks in Ghana were more interested in engaging in philanthropic CSR activities. This is mostly because banking customers were more attracted to such discretionary activities more than other forms of ethically responsible behaviors of corporate banking entities. Similarly, Alomenu, Effah and Kutu-Adu (2015) found in their study that CSR practices in Ghanaian banks focus mainly on philanthropic activities other than other forms of CSRs. Additionally, the study found that philanthropic activities undertaken by banking organizations were tied to customers' decisions on long term relationships with banks. Thus, the findings of their study indicate that customers of banks focused on philanthropic activities of organizations to build long term relationships with banks.

In Mares' (2012) investigation into Newmont's CSR activities, the researcher drew that CSR activities of mining companies were largely targeted at building the communities where they extracted from. The findings are like that of Yankson (2010), Andrew and Hilson (2007).

Interestingly, a study by Anim and Agbemabiase (2015) indicate that although telecommunications organizations pay considerable attention to CSR activities such engagements are not crucial to organizational profits and consumer behaviours as much as other factors such as brand names, services quality, and promotions. The study thus recommended that CSR activities should consider incorporating such factors into activities in order to maximize benefits for telecommunication organizations. Hinson and Kodua (2012) as well as Mahmoud and Hinson (2012) agree while studying MTN a leading telecommunications company in Ghana that CSR activities may not be enough as other factors such as market orientation, innovation, and corporate performance.

Literature however scanty therefore suggests that organizations are keen on different forms of CSR activities. However, the most prevalent ones common to all types of large corporations are philanthropic activities.

## **2.9 Theoretical Framework**

### **2.9.1 Carroll's Pyramid of Corporate Social Responsibility**

Carroll developed a four-part framework that captures the definitions of Corporate Social Responsibility. These are presented in the form of a pyramid. Carroll's four-part definition of CSR was originally stated as follows: Corporate social responsibility (CSR) encompasses the economic, legal, ethical, and discretionary (philanthropic) expectations that society has of organizations at a given point in time (Carroll 1979, 1991).

This set of four responsibilities creates a foundation or infrastructure that helps to delineate in some detail and to frame or characterize the nature of businesses' responsibilities to the society of which it is a part. According to Carroll, the pyramid is a representation of a hierarchical model that proposes that organizations have basic or elementary responsibilities towards society while they can also exercise other forms of CSR that are not compulsory to engage in. The pyramid suggests that the building block and a compulsory CSR form for all organizations is economic responsibility.

This is presented at the base of the pyramid because Carroll proposes that it is basic, absolutely necessary and cannot be done away with. While ensuring economic responsibility, organizations can also ensure they are legally and ethically responsible respectively. Philanthropy is presented as the peak of the pyramid.



**Figure 2.1**

### **2.9.1.1 Economic Responsibilities**

As a basic or fundamental condition upon which organizations are run or exist, firms have a crucial responsibility to ensure economic responsibility to the society within which the organization operates. On a superficial look it sounds almost absurd that organizations have economic responsibilities to societies which they must fulfil. However, the reality is indeed, society expects that organizations scale and remain economically relevant. A typical means of doing this is through being profitable. Also, organizations must be able to provide ample incentives for owners and shareholders to invest (Carroll, 2016).

Making profits is a necessary feature of organizations. Through the payment of dividends to shareholders and investors as well as business owners, the Carroll Model perceives that a critical responsibility is being performed.

### **2.9.1.2 Legal Responsibilities**

Society does not only sanction the operations of businesses in order for them to make profits and maximize economic benefits of shareholders. While ensuring economic responsibility, society also requires that businesses comply by certain rules and regulations set forth by society

(Carroll, 1991). According to Carroll (1991) by paying heed to rules and regulations that have been developed to regulate the business atmosphere, organization fulfil their part of a social contract with the societies they operate in. Thus, while firms develop product ad services to make profits, they are expected to do so within the stipulations of the social law governing their existence and mission. According to Carroll (2016) while meeting these legal responsibilities, important expectations of business include their

- Performing in a manner consistent with expectations of government and law
- Complying with various federal, state, and local regulations
- Conducting themselves as law-abiding corporate citizens
- Fulfilling all their legal obligations to societal stakeholders
- Providing goods and services that at least meet minimal legal requirements

### **2.9.1.3 Ethical Responsibilities**

In normative sense, laws, rules, and regulations that guide business practices are essential yet not sufficient. Hence in supplementing the rudiments of the requirements of laws within the business field society further expect that business conduct themselves and their affairs in an ethical manner that is pleasing to society. Ethical Responsibilities include those standards, norms, or expectations that reflect a concern for what consumers, employees, shareholders and the entire community perceive as fair, and just even in situations where the law does not provide enough guidance on judging whether an organization's actions were right or wrong (Carroll, 1991).

Taking on ethical responsibilities implies that organizations will embrace those activities, norms, standards and practices that even though they are not codified into law, are expected nonetheless. Part of the ethical expectation is that businesses will be responsive to the “spirit” of the law, not just the letter of the law (Carroll A. , 2016).

Carroll provides that while trying to reach ethical responsibility, important expectations of the organization include their

- Performing in a manner consistent with expectations of societal mores and ethical norms
- Recognizing and respecting new or evolving ethical/moral norms adopted by society
- Preventing ethical norms from being compromised in order to achieve business goals
- Being good corporate citizens by doing what is expected morally or ethically
- Recognizing that business integrity and ethical behaviour go beyond mere compliance with laws and regulations (Carroll 1991).

#### **2.9.1.4 Philanthropic Responsibilities**

Philanthropy comprises those organizational activities that respond to society's expectations that business organizations be good corporate citizens. This includes activities that are designed to improve human welfare or goodwill. Examples of philanthropy include business contributions of financial resources to communities as well as human resource to particular courses in society. Carroll argues that while the first three aspects of the model are sort of expected by organizations. Philanthropy is not so much of an obligation. Philanthropy is built on communities' desire that some financial resources and other resources from corporations be dedicated to address certain pertinent problems in society. The failure of an organization to engage in philanthropic CSR does not make such organizations unethical or irresponsible. Carroll (1991) therefore mentions that philanthropy is discretionary or voluntary on the part of the organization.

Carroll's model of Corporate Social Responsibility typifies the very essence of ethical behaviour or responsible behaviour amongst organizations. The theory was selected for this study primarily because it enables the researcher understands how CSR is practiced in the selected organization. The researcher is interested in investigating how CSR activities that the

organization undertakes influences the behaviour of consumers towards the organization's products and services. Furthermore the study is interested in investigating the kinds of CSR the selected organization undertakes. The theory is relevant to this study as the kinds of CSR the organization undertakes will be evidenced within Carroll's model. Additionally, knowledge of how CSR is practice, relative to the kinds of CSR the organization pays attention to and for what reason will be greatly underpinned by the structure of Carroll's pyramid. For instance, if the study identifies economic responsibility as its core CSR undertakings, we can infer that per the structure of Carroll's pyramid of CSR the organization follows a structural approach to achieving its CSR objectives. Additionally, as Carroll asserts in his model, discretionary CSR are highly regarded by organizations' audiences and society. Discretionary CSR if found to be the core CSR activities undertaken by the organization can lead the researcher to infer that the organization's core interest is to affect customer perceptions, behaviours and attitudes regarding the corporation.

The findings of this study therefore have a core linkage with the key assumptions and positions of Carroll's model to understanding Corporate Social Responsibility.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This part of the research outlines the methodology which is used for the study. It explores the research design of the study, the sample and sampling techniques, data collection instruments, population of the study, among others. Emphasis is laid of the various techniques the researcher has adopted to collect data for the research. In so doing, critical attention is given to the nature of data sought, carefully also considering the purpose of the research. Thus, the most appropriate research design that enhances the data collection process is mentioned and discussed.

#### **3.1 Method**

Research methodology describes the overall research strategies that will be used in going about the conduct of the research. For the purposes of the current study, a quantitative research method will be used. Creswell (1999) explains quantitative research as the research phenomena in which there is the collecting numerical data that is analysed using mathematically based methods. Thus, the quantitative method will allow the researcher to be able to represent data using numbers, charts, tables, and mathematical equations. It assisted the researcher to be able to have a numerical view of the data and variables in the study to make meaning out of them. This method will be applied because it is flexible.

#### **3.2 Research Design**

The research design describes the techniques and the nature of the study. It can be referred to as the overall strategy that is chosen to integrate the different components of the study in a coherent and logical way, thereby, ensuring an effective address for the research problem and

it constitutes the blueprint for the collection, measurement, and analysis for data (De Vaus, 2008). In other words, the research design describes the various methods that the researcher will use to get about the overall research process.

For the present study, the survey research design will be used for the study. Survey research is defined as the process of conducting research using surveys that researchers send to survey respondents. The data collected from surveys is then statistically analysed to draw meaningful research conclusions (Cresswell, 1999). To be able to collect data from respondents, the researcher will use questionnaires with predetermined questions to solicit answers from responders on Kasapreko's corporate social responsibility activities.

### **3.3 Research Population**

According to Dulock (1993), population as an aggregate of totality of all the objects, subjects or members that conform to a set of specifications. In other words, the population of a study includes all the subjects in the region or locale of the study from which the study group is selected. In our case, the population of the study will be students of the Ghana institute of journalism

There are about 7000 students of the Ghana Institute of Journalism from the undergraduate level up to the master's level. Students of the Ghana institute of journalism have been selected for this research due to the convenience in data collection that it offers and the time bound nature of the research. Moreover, students are chosen because they have active knowledge on companies and their CSR activities in Ghana in addition to being consumers of the company's products including Awake Mineral Water.

### **3.4 Sampling and Sampling Procedure**

A sample is the subset of a population selected to participate in a study. It is the fraction of the whole selected to participate in the research project (Brink 1996). When dealing with people, it can be defined as a set of respondents (people) selected from a large population for the purpose of a survey. In this study, a subset of 200 master's students will be selected out of the entire population to take part in the research. This process of selecting a portion of the population to represent the entire population is known as sampling (Mapp, 2006)

Sampling helps because:

- It is more economical to choose a sample of 200 instead of the entire population of students
- Time factor. A sample provides you with needed information about the research quickly.
- Resources: there is little resources available for conducting the research therefore a sample of 200 resident's best fits the budget of the researcher.

Population: the total number of the population is too large to use, hence a sample of them will be used to generalize over the whole.

Masters students will be used in this study because many of them are industry players, and in addition to offering corporate social responsibility as a course, have enough knowledge about the activities of Kasapreko's social activities. If this assumption is true, then the research objective of testing respondent's knowledge about CSR activities of Kasapreko will be realised.

### **3.5 Instrument for Data Collection**

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The goal for all the data collection is to capture quality evidence that allows

analysis to lead to the formulation of convincing and credible answers to the questions that have been posted.

Regardless of the field of study, accurate data collection is essential to maintaining the integrity of research. But the selection of appropriate data collection instruments clearly delineated instructions for their correct use reduces the likelihood of occurring.

A formal data process is necessary as it ensures that data gathered are both defined and accurate and that subsequent decision based on arguments embodied in the findings are valid. The process provides both a baseline from which to measure and in certain cases an indication of what to improve. The instruments that will be used for collecting data is questionnaire.

Students will be questioned using survey questionnaires.

Questions related to the nature of corporate social responsibility, with practical knowledge of existing CSR activities of Kasapreko will be asked and the responses will be collected, recorded, and analysed. The questions will be aimed at identifying the relevant issues and objectives of the study and structured in a way to ensure that objectives stated would be fulfilled through the response provided. The questionnaires will be divided into two sections. The first section will deal with respondents' demographic data such as gender and age. The second section will be made up of both open –ended and closed-ended questions.

Open-ended questions are questions that ask respondents to provide unstructured or spontaneous answers or to discuss an identified topic (Simmons, 2017). The open-ended questions will enable respondents to give reasons for their choices of answers. While, closed-ended questions (sometimes called forced choice) ask respondents to “choose from a fixed set of alternatives or to give a single numerical value”. The combination of both type of questions will enable us to solicit adequate information from the respondents.

### **3.6 Data Analysis**

Data analysis according to Srivastava & Thomson (2009) involves examining, categorizing, tabulating, or otherwise recombining the data. This means data analysis can also be said to be an expansion of data to make meaning using different methods, whether quantitative strategies or qualitative representations. Famili et. al (1997) also argues that analysis is a systematic method for analysing textual information in a standardized way that allows evaluators to make inferences about the information. Thus, data from the present studies will be analysed using quantitative methods. Graphs, tables, and charts have been to represent data that will be gathered from the survey.

## CHAPTER FOUR

### 4.0 Introduction

This part of the research presents an analysis of the data collected from respondents on the Corporate social activities of Awake mineral water. The questions sought to establish knowledge of the corporate social activities of Awake mineral water, and also, to find out if respondents were aware of some specific activities of the company and its impact on their lives.

**Table 4.1: Age of respondents**

Age	Frequency	Percentage (%)
15-19	18	9
20-24	106	53
25-29	60	30
30-34	12	6
35-39	4	2
<b>Total</b>	<b>200</b>	<b>100%</b>

**Source: Field data, 2021**

The table above shows a distribution of the ages of respondents in this study. From the table it can be seen that respondents between the ages of 15-19 were 18, which represent 9% whereas those in the age range of 20-24 were 106 representing 53%. It can also be seen from the data that respondents in the age group of 25-29 were 60 which represent 30% while those in the age group of 30-34 and 35-39 represented 6% and 2% respectively. From the data, it can be seen also that the age group of 20-24 were most represented than all the age groups whereas 35-39 is the least represented age group in this survey.

The results suggest that younger people are more engaged with the Awake brand than other age groups.

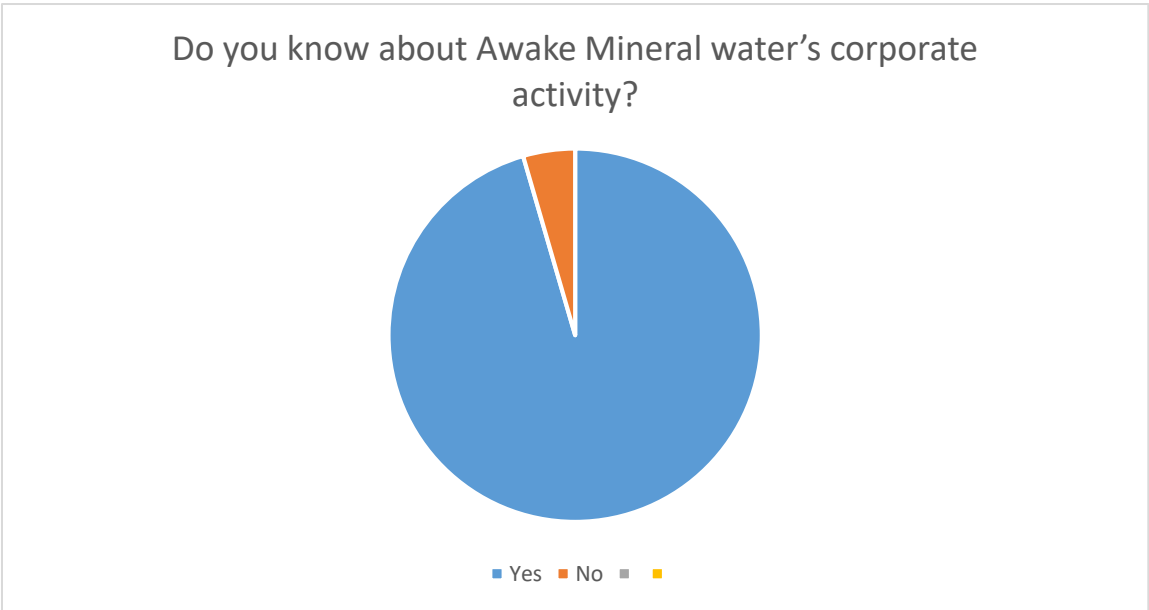
**Table 4.2: Sex of Respondents**

Sex	Frequency	Percentage (%)
Male	94	47
female	106	53
<b>Total</b>	<b>200</b>	<b>100%</b>

**Source: Field data, 2021**

The table above shows the sex representation of sex in this survey. From the table it can be seen that male respondents were 94 representing 47% of the total sample used in this survey whereas 106 which represents 53% were female respondents. This makes it clear that, females were more represented in this survey than males. This also confirms the current national population census which suggests that there are more women than men in Ghana.

**Figure 4.1: Do you know about Awake Mineral water’s corporate activity?**

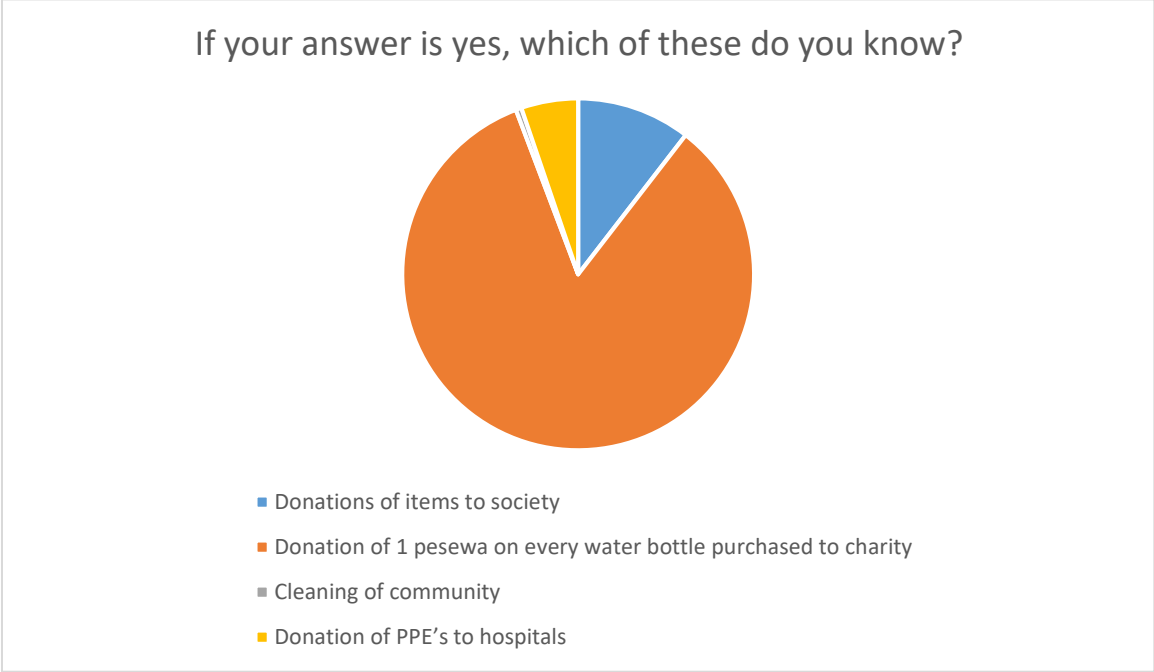


**Source: Field data, 2021**

The figure above shows the response of respondents to the question, do you know about Awake Mineral water’s corporate activity? From the data, 191 respondents which represents 95.5% responded “Yes” whiles 9 representing 4.5% of the total respondents answered “No”. This

suggest that majority of respondents are aware of the CSR activity and also means that respondents are generally in a good state of mind as far as the subject matter is concerned to help establish the objectives of the research.

**Figure 4.2: If your answer is yes, which of these do you know?**

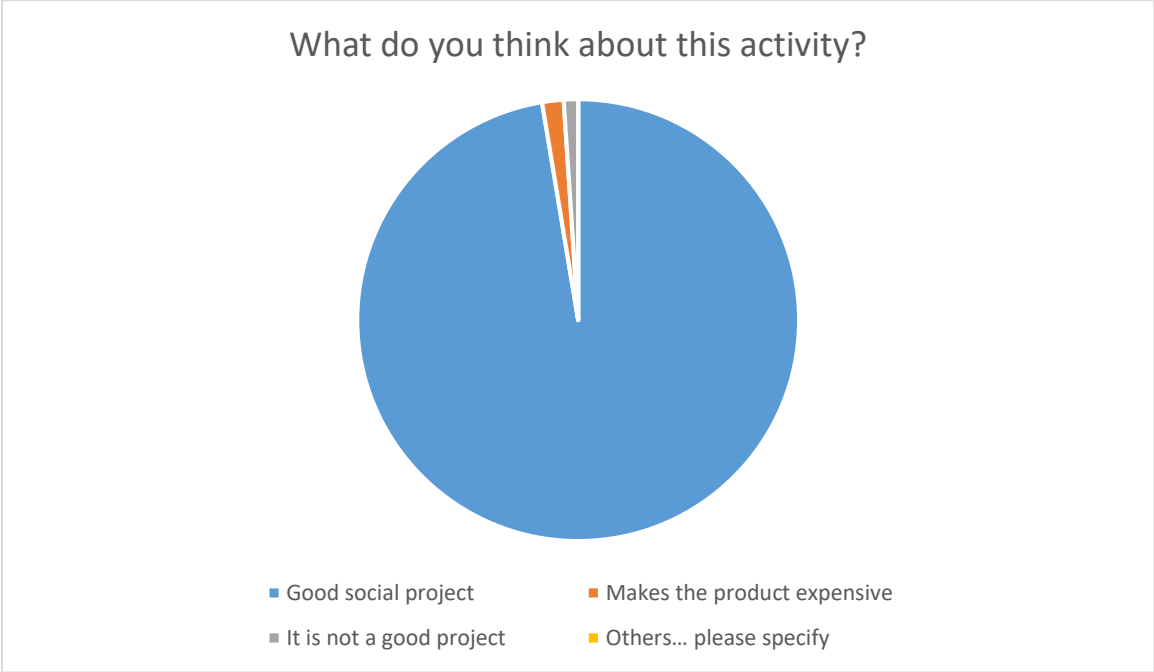


**Source: Field data, 2021**

The above figure shows respondents responses based on the previous question. From the data, 20 respondents representing 10.5% among respondents who answered “Yes” to the previous question responded that, they know of Awake Mineral Water’s corporate activity of “donating items to societies” while 160 representing 84% responded that know of the “donation of 1 pesewa on every water bottle purchased to charity”. It can be seen again from the data that 1 respondent which represents 0.5% and 10 respondents which represent 5% said that they are aware of Awake’s “community cleaning” and “donation of PPE’s to hospitals respectively.

The responses suggest that majority of the respondents are aware of the main CSR activity of Awake mineral water which is the donation of 1 pesewa on every water bottle purchased to charity.

**Figure 4.3: What do you think about this activity?**

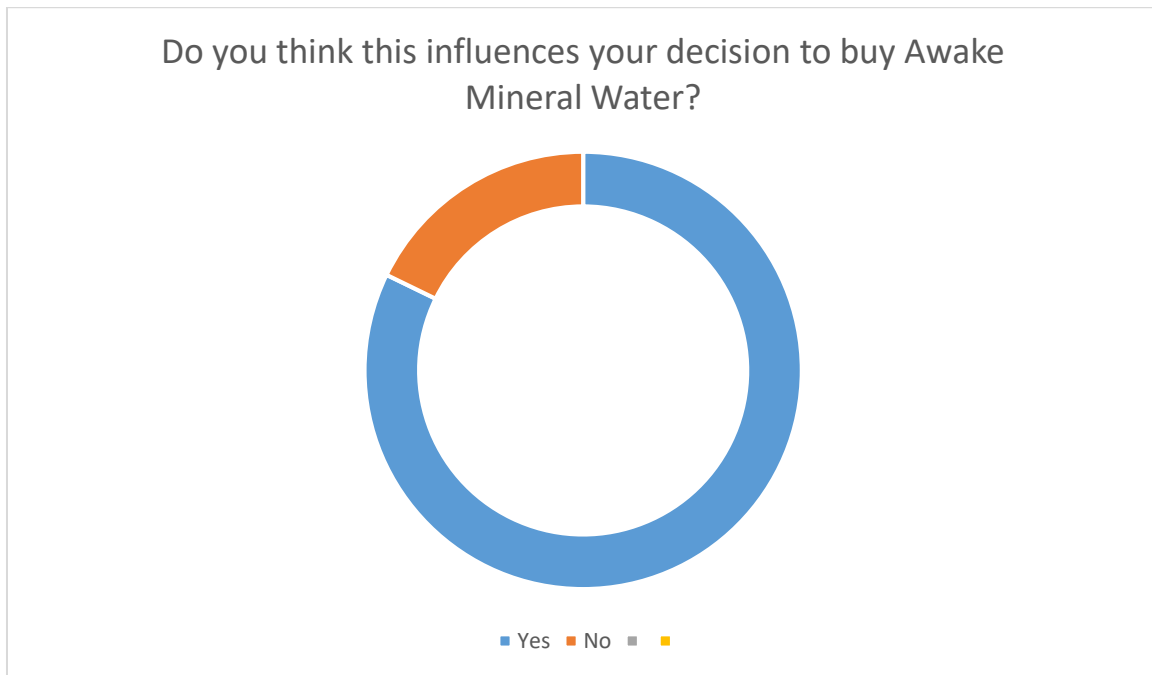


**Source: Field data, 2021**

The figure above displays respondents’ response the previous question. From the table it can be seen that 186 respondents which corresponds to 97.4% answered that Awake Mineral water’s corporate activity is a “good project” whereas 3 respondents representing 1.6% responded that such corporate activities “makes the product expensive”. It is also seen from the data that 2 respondents which corresponds to 1% answered that it is “not a good project”.

The responses from the table confirm the usefulness of the CSR activity, as more than 90 percent of respondents confirm that the charity activity is a good social project.

**Figure 4.4: Do you think this influences your decision to buy Awake Mineral Water?**



**Source: Field data, 2021**

The figure above shows respondents response to the question, do you think this influences your decision to buy Awake Mineral Water? From the above data it can be seen that 157 respondents representing 82.2% answered “Yes” whereas 34 respondents corresponding to 17.8% answered “No”. The responses from the table suggest that the CSR activity of Awake actually has an influence of customers decision to purchase the water. This is consistent with the finding of Khan, Kasliwal and Joshi (2017), who found that CSR has a positive effect on consumer behaviour.

**Table 4.3: How would you rate the CSR activity of awake mineral water? Please rate on a scale of 1-10 where 1 is the lowest and 10 is the highest**

Response	Frequency	Percentage (%)
1	1	0.5
2	1	0.5
3	0	0
4	0	0
5	7	3.7
6	13	6.8
7	37	19.4
8	85	44.5
9	41	21.5
10	6	3.1
<b>Total</b>	<b>191</b>	<b>100%</b>

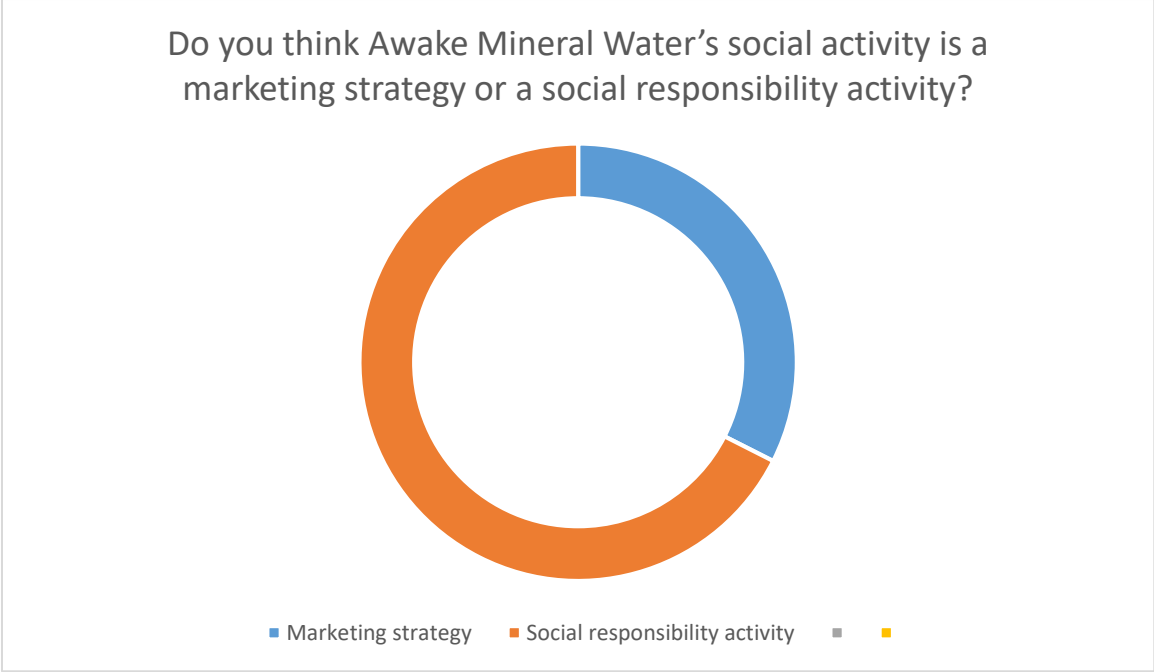
**Source: Field data, 2021**

The table above shows respondents responses on scale 1-10, how respondents would rate the CSR activity of awake mineral water. From the table it can be seen that both scale 1 and 2 had 1 respondent each which represents 0.5 whereas both scale 3 and 4 had no ratings at all. It can be seen again that 7 respondents who represent 3.7% rated the activities at 5 while 13 respondents corresponding 6.8% had their rate at 6. The data also shows that 37 respondents rated their activities at 7 representing 19.4% whereas rates 8 and 9 had 85 and 41 respondents representing 44.5% and 21.5% respectively. Again, 6 respondents representing 3.1% rated the activity at 10.

From the table, it can be observed that 95.3 percent of the respondents rated the CSR activity of Awake mineral water more than score 5, which shows a high rating among respondents,

suggesting that it is a very good initiative which also corresponds with earlier responses that the activity influences them to purchase the water.

**Figure 4.5: Do you think Awake Mineral Water’s social activity is a marketing strategy or a social responsibility activity?**



**Source: Field data, 2021**

The figure above shows respondents’ response to the question do you think Awake Mineral Water’s social activity is a marketing strategy or a social responsibility activity? It can be seen from the data that 62 respondents corresponding to 32.5% answered the approach is a “marketing strategy” while 129 which represent 67.5% answered it is solely “social responsibility activity”. This suggests that majority of the respondents in this survey believe that the charity driven activity of Awake mineral water is more of a social responsibility activity than a marketing strategy.

**Table 4.4: How would you rate awake mineral water (based on their activity) above other water brands? On a scale of 1-10**

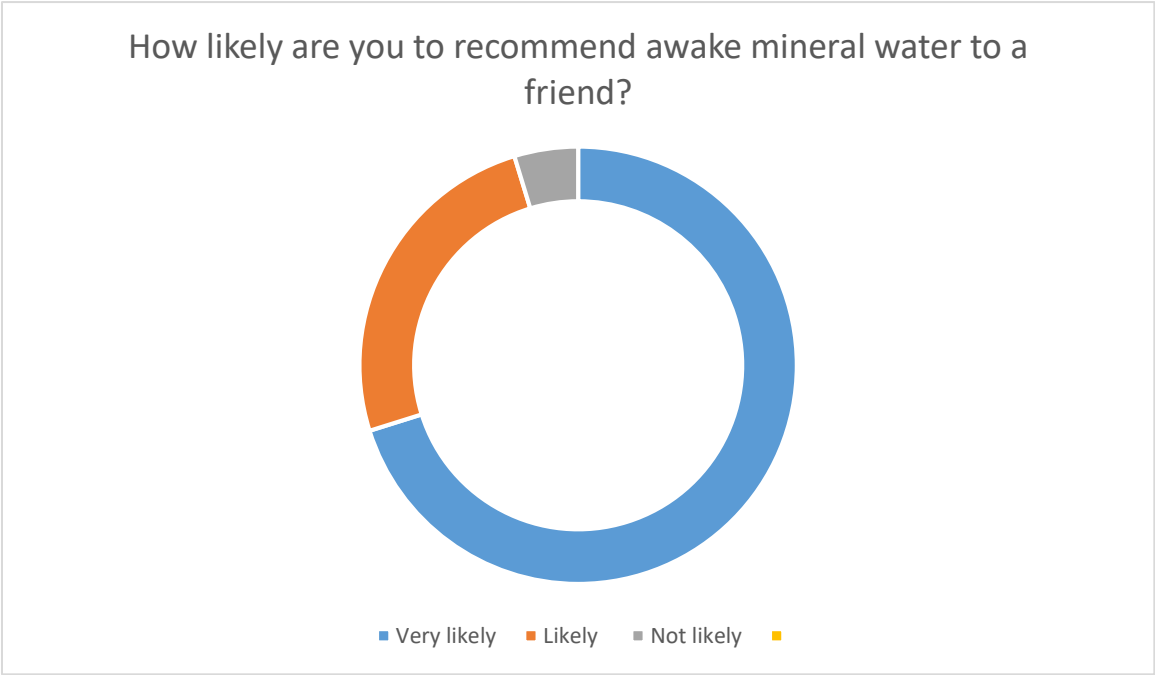
Response	Frequency	Percentage (%)
1	2	1
2	5	2.6
3	0	0
4	1	0.5
5	7	3.7
6	17	8.9
7	36	18.8
8	84	44
9	34	17.8
10	5	2.6
<b>Total</b>	<b>191</b>	<b>100%</b>

**Source: Field data, 2021**

The table above shows respondents responses on scale 1-10, on how they will rate awake mineral water above other water brands. From the table, it can be seen that 2 respondents who represent 1% had awake at rate 1 whereas 5 respondents corresponding to 2.6% had their rate at 2. It can be seen also that none of the of the respondents had their rate at 3 while 1 and 7 respondents which represents 0.5% and 3.7% had both their rate at 4 and 5 respectively. It can be seen again that, 17 respondents representing 8.9% rated awake mineral water at 6 while 36 respondents which represent 18.8% had awake mineral water at rate 7 whereas 84 respondents which corresponds to 44% had awake at rate 8. From the data it is seen also that, 34 and 5 respondents representing 17.8% and 2.6% were rated at 9 and 10 respectively.

The ratings observed suggests that at least, more than 90 percent of all respondents rated Awake mineral water ahead of other water brands and confirms earlier responses that they are more likely to choose Awake mineral water based on their CSR activity.

**Figure 4.6: How likely are you to recommend awake mineral water to a friend?**

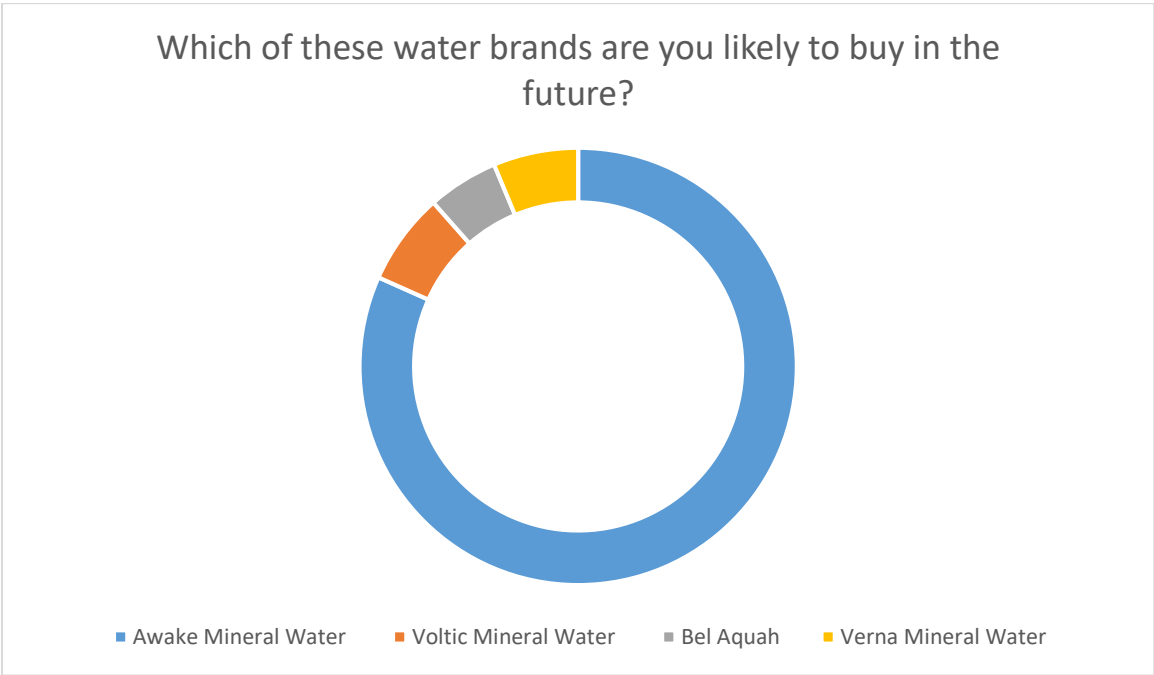


**Source: Field data, 2021**

The above figure shows respondents response to the question how likely they are to recommend awake mineral water to a friend? The data shows that 134 respondents which represents 70.2% answered that they are “Very likely” to recommend awake mineral water to friends whereas 48 and 9 respondents which represent 25.1% and 4.7% answered “likely” and “not likely” respectively.

From the responses, at least 95.3 respondents said they are likely to recommend Awake mineral water to their friends, which is a high recommendation rate for the water brand.

**Figure 4.7: Which of these water brands are you likely to buy in the future?**

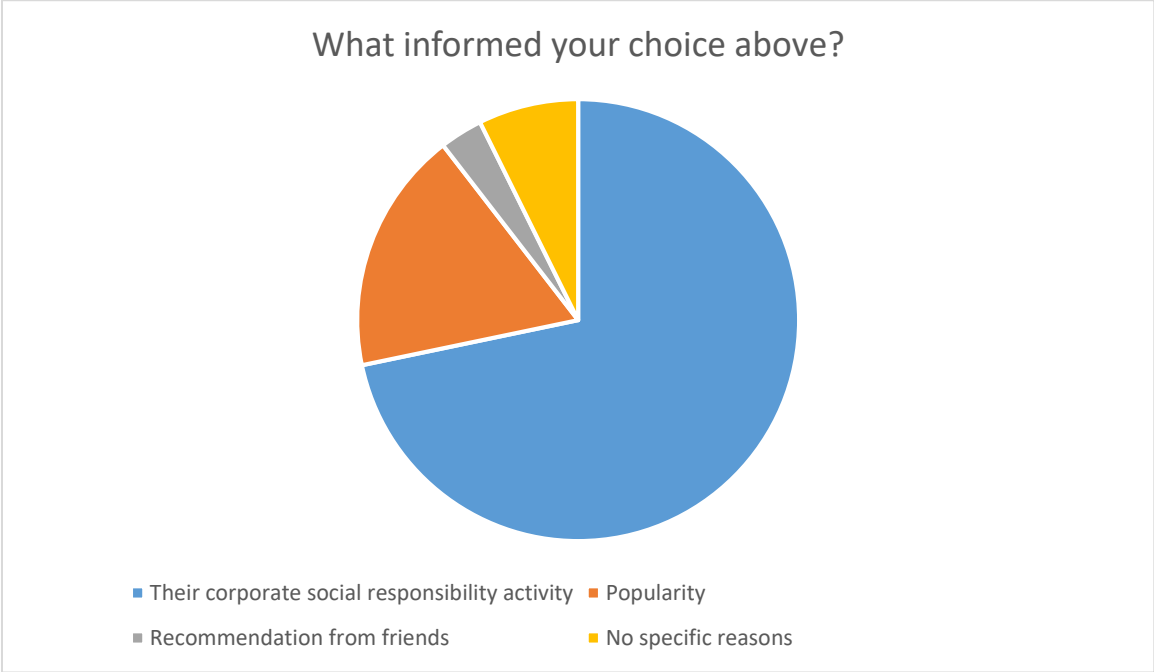


**Source: Field data, 2021**

The figure above shows respondents response on the water brands they are likely to buy in future. From the data 156 respondents which represents 81.7% answered that they are likely to buy “Awake Mineral water” over other water brands, whereas 13 respondents representing 6.8% said they are likely to buy Voltic mineral water over other water brands. It can also be seen those 10 and 12 respondents corresponding to 5.2% and 6.3% responded that they were likely to buy Bel Aquah and Verna Mineral water respectively.

The responses suggest and confirms the ratings of Awake mineral water, as more than 80 percent of respondents indicate that they are more likely to purchase Awake mineral water ahead of other water brands in the market.

**Figure 4.8: What informed your choice above?**

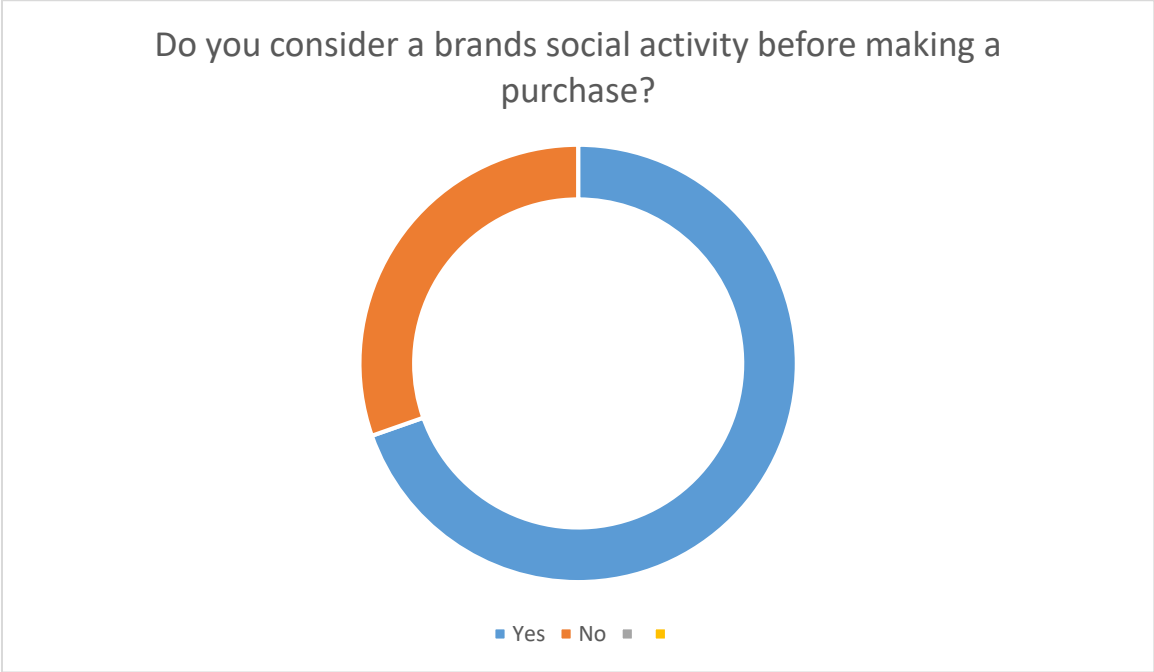


**Source: Field data, 2021**

The table above shows respondents response to what informed their choice to the previous question. From the data it can be seen that 137 respondents who represent 71.1% answered that their decision to purchase Awake’s mineral water was inspired by “their corporate social responsibility activities” while 34 representing 17.8% answered that they prefer buying Awake mineral water because of its “popularity”. Again, 6 respondents representing 3.1% answered that they prefer buying Awake mineral water because of “recommendation from friends whiles 14 respondents representing 7.3% said they would buy Awake mineral water regardless without any specific reasons.

Responses from the table have suggested that of the 81.7 percent who will choose Awake mineral water ahead of other water brands, 71.7 percent will choose them because of their corporate social responsibility activity while 17.8 of them who are likely to choose awake will choose them because of their popularity.

**Figure 4.9: Do you consider a brands social activity before making a purchase?**

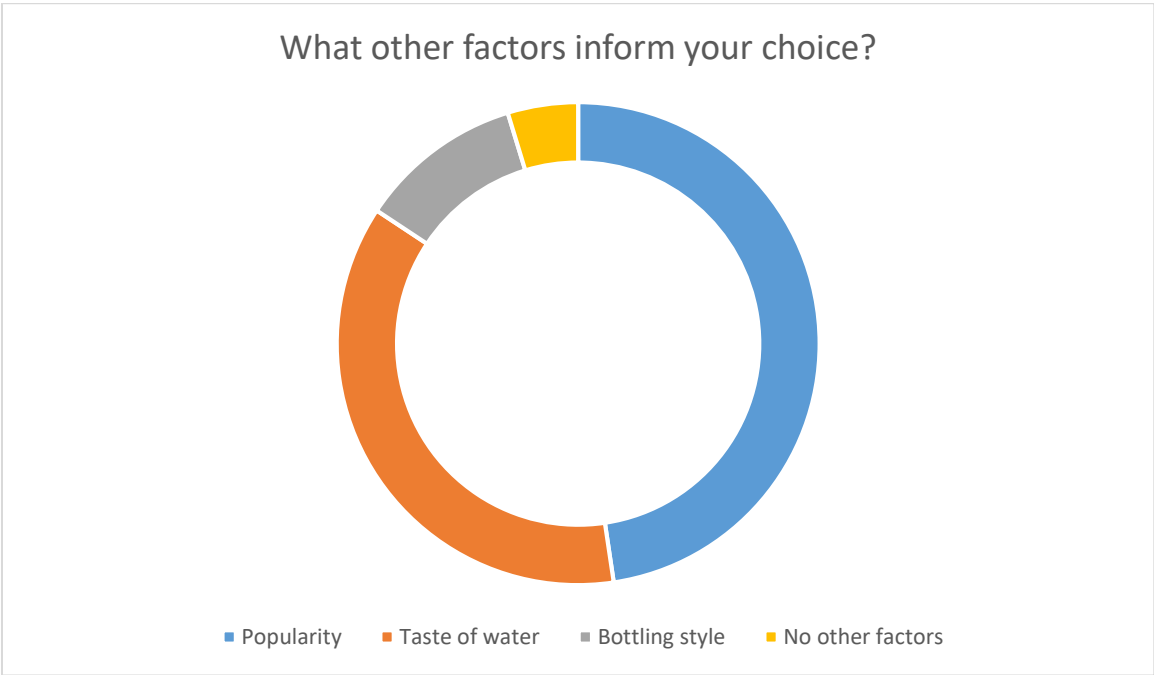


**Source: Field data, 2021**

The figure above shows respondents response to the question, do you consider a brands social activity before making a purchase? From the data above it is seen that 133 respondents which represents 69.6% responded “Yes” whereas 58 respondents representing 30.4% answered “no”.

The responses in the table above show that majority of respondents consider CSR activities of brands before making a purchase.

**Figure 4.10: What other factors inform your choice?**



**Source: Field data, 2021**

The figure above shows respondents response on the factors that inform their choice of mineral water. From the data it can be seen that 91 respondents representing 47.6% answered their choice is informed by the production’s “popularity” while 70 respondents which represents 36.6% respondents that it is based on the “taste of water” that inform their choice to purchase. It is again seen that, 21 respondents which corresponds to 10.9% answered their choice is informed by the production’s “bottling style” whereas 9 respondents which represent 4.7% answered their choice is not informed by “no other factors”.

The responses from the table above sought to establish what other factors are likely to inform the choice of customers in their decision to choose a brand and from the responses, it has been established that apart from CSR activity, customers are likely to choose brands based on popularity.

**Figure 4.11: Do you have any specific expectations from brand before making a purchase from them?**



**Source: Field data, 2021**

The figure above is the representation of respondents' specific expectations from brand before making any purchase. It can be seen from the data that 158 respondents which corresponds to 82.7% responded "Yes" whereas 33 responded representing 17.3% responded "No". From the responses gathered, it can be observed that majority of respondents, representing 82.7 percent claim that they have specific expectations from brands as they decide which brand to purchase.

**Table 4.5: What is your general perception about Kasapreko Company Limited’s CSR through the Awake Mineral Water? Please rate between 1 and 5**

Response	Frequency	Percentage
Excellent	61	31.9
Very good	104	54.5
Good	26	13.6
Bad	0	0
Very bad	0	0
<b>Total</b>	<b>191</b>	<b>100%</b>

**Source: Field data, 2021**

The table above is the representation of respondent’s response on their general perception about Kasapreko Company Limited’s CSR through Awake Mineral Water. From the data, it can be seen that 61 respondents who represent 31.9% said it is an “excellent” action whereas 104 and 26 respondents which represent 54.5% and 13.6% responded that they have “very good” and “good” perception respectively, while both “bad” and “very bad” had no respondent response.

From the responses, it has been established that all respondents, representing 100 percent have a good perception about Kasapreko Company Limited because of their CSR activity through Awake mineral water.

## **4.1 Conclusion**

This part of the research presented and analysed the data collected from respondents in this study. From the analysis, it has been found that majority of the respondents who took part in this research are aware of the corporate social responsibility of Awake mineral water. From the analysis, we have also found that many of the respondents are likely to choose the brand because of their CSR activity, while many of them also said they are very likely to recommend the Awake mineral water brand to their friends. From the analysis, it has also been found that Awake mineral water is highly rated among respondents, who felt that the CSR initiative of the brand and the Kasapreko company was positive and had a good impact on society.

The chapter 5 of this study will detail a discussion and implication of this data, as well as present some recommendations based on the key findings of this research, which will all be detailed in the final chapter of this study.

## **CHAPTER FIVE**

### **DISCUSSIONS, PRESENTATION OF FININGS AND SUMMARY**

#### **5.0 Introduction**

This part of the research presents a discussion of the key findings of this study. It also summarizes the key findings of the research as well as a presentation of some recommendations based on the present studies. The discussion is done based on the research objectives set out in this research, as well as reviewed with the literature analysed in this research. Where applicable, corporate social responsibility theories are used to provide support for claims and inferences made in this part of the research. The chapter ends with a recommendation for future researchers.

#### **5.1 Discussions**

This part of the research presents a discussion of the findings made in this research based on the objectives set out in the first chapter of the study. The research sought out to examine three key objectives and the main findings of the research are discussed within these objectives.

##### **5.1.1 RQ1: Evaluation of the effects of corporate social responsibility on consumer behaviour in Ghana**

To assess the effect or influence of awake mineral waters CSR activity on consumer behaviour, respondents were first asked to establish if they were aware of the CSR activity of the brand. From the responses gathered, it was observed that 95.5 percent of all the respondents were aware of the CSR activity or activities of the water brand. The next step the researcher took was to establish the specific activities that respondents were aware of, and the results showed that at least 84 percent of all respondents were aware of the charity driven donations that accompanied the purchase of the Awake mineral water brand.

More than 90 percent of respondents confirmed that the CSR activity of giving part of the purchase to charity was a good social activity while only 1.6 percent said it could possibly make the product expensive. This finding suggests that there is a general positive affinity towards the Awake mineral water brand, as customers have confirmed the usefulness of the activity in contributing to the growth of society.

As suggested by Carroll (2016) business organizations have three main critical responsibilities under the concept of CSR. They are responsibilities to people, planet, and profit. Thus, Elkington explains CSR as responsible behaviour aimed at ensuring employee, environmental as well as economic stability. With regards to the discussion at this point, Awake's CSR activity, which has been shown to be a positive social activity can be linked to the proposition of Elkington of CSR activity that seek to respond to the needs of the people in society. The CSR activity of the brand also ties in with the view by the commission of European Communities who see corporate social responsibility as a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholder on a voluntarily basis.

It is interesting to note that while the brand continues to roll out its flagship community centered social responsibility activity geared toward its the less privileged in the society, consumers have been positively affected, so that they tend to have a positive affinity towards the brand because of this activity and this has been linked to the good corporate image carried by the brand. As reported by the respondents in this study, they are influenced by activities such as these, thus, the objective of the study which sought to examine the effects CSR activities have on consumers has been established.

### **5.1.2 RQ2: To find out the effect of Awake's CSR activity on consumers**

The second objective of this research sought to establish the real effects of Awake mineral water's CSR activity on consumers. From the data gathered and analysed, it was found that at least, more than 80 percent of all respondents said they are influenced one way or the other by the CSR activity of Awake mineral water. 157 respondents out of the 200 respondents who participated in this research aware mineral water's CSR activity that is charity driven influences their decision to purchase the water.

This is a positive finding that closely associates CSR to consumer decision. This finding is also consistent with earlier scholars' suggestion that the core meaning of corporate social responsibility is therefore engraved in the thinking that organizations need to act or behave in responsible manners towards the societies within which they operate. This finding is also consistent with the findings of some scholars such as Sprinkle and Maines (2010) and Alhammadi (2018) who argued that firms ride on the concept of CSR to get into the good books of society and hold a better appearance and subsequent support from stakeholders. This way, organizations engage in CSR activities because the activities mainly afford them some form of required publicity and good will in the minds of stakeholders who are the public, consumers, and potential customers.

To examine the consistency of respondents views expressed towards the CSR activity of Awake mineral water, respondents were asked to rate the activity over a scale of 10. On the ratings, more than 95 percent of respondents rated the activity highly (more than point 5) when points below 5 meant lower ratings. With such a score it became clear that among the respondents sampled for this study, awake mineral water and its corporate, social activity has been highly rated and has a good place in the minds of respondents and the public at large.

Respondents were further required to state, whether they considered the CSR activity of Awake mineral water as a marketing tool, which sought to drive sales or as a social activity which

sought to give back to society. Respondents' answers were again consistent with their earlier responses, as more than 60 percent of them see the activity as more of a corporate social activity than a marketing strategy.

This finding also aligns with Carroll's (2016) ethical dimension of corporate social responsibility which suggests that being ethically responsible means that an organization embraces and acts in those ways that society sees as the moral or right thing to do although it may not be codified into some laws and regulations. Carroll (2016) argues that in some instances ethical responsibility means that organizations will have to be responsive to the 'spirit' of the law, acting, operating and behaving in such ways that conform to some perceived actions of rights in society. It can thus be concluded from the responses in this study that the brand activity of giving back to society through direct purchasing and allocation of some part of that purchase to charity is an ethical responsibility that has been exhibited by the Awake mineral water brand. It is therefore not surprising that this act of service to the public has helped it positively in the minds of the public.

### **5.1.3 RQ3: To find out whether Awake's CSR activity places it above its competitors in the market**

The last objective of this research sought to examine whether Awake mineral water is placed above its competitors due to their CSR activities. This objective is based on the suggestion by Khan, Kasliwal and Joshi (2017) as well as many other scholars that CSR has a critical impact on purchasing behaviours of consumers. These scholars have suggested that consumers are willing to pay higher prices for goods and services made by a firm that is frequently engaged in CSR activities and is ethically responsible. Also, consumers are also willing to make donations for organizations to embark on CSR campaigns as well as buy products from a company for the simple reason that the company is engaged in a desired CSR project. From this

study, it was found that Awake mineral water, as a good corporate citizen that engages in CSR activities, is rated above other competitors. From the ratings, it has been observed that at least 90 percent of all respondents rated Awake mineral water above its competitors.

In addition, respondents were asked to state their likelihood of recommending the Awake water brand to their friends and family. Based on the responses analysed, it was found that more than 90 percent of all respondents said they are likely to recommend the Awake brand to a friend due to their socially responsive outlook.

When respondents were asked to select one brand of water from a list of popular water brands in Ghana, more than 80 percent of the respondents said they are more likely to purchase Awake mineral water in the future over other brands such as Voltic and Bel Aquah mineral water. Many of the respondents, at least 71 percent of these respondents said they will purchase Awake mineral water in the future because of their corporate social responsibility activities while 34 percent of the respondents said they will be influenced by the popularity of the brand when making a purchase decision.

At least 6 people from the survey also reported that they will make a purchase of Awake mineral water based on the recommendation of friends while 14 respondents said they will make the decision based on no reasons at all. Respondents in this survey were also particular about brands' social responsibility activity before making a purchase as 69.6 percent of the respondents said they consider the social activities of brand as important determinants in their purchase decision making.

As reported by Srinaruewan (2013) organizations or brands that are frequently involved in CSR experience higher levels of brand identification and awareness from consumers than organizations who do not engage often in the activity. Scholars also believe that brands that are not so well known or are familiar with consumers enjoyed higher levels of consumer

identification, brand association and further build favorable brand attitudes and purchase intentions in the minds of consumers than brands that are very well known. A study conducted in the Saudi Arabia by Jenkins (2004) tried to find some relationship between organizations' CSR activities and competitive advantage. The study established a correlation between levels of CSR and corporate reputation and customer satisfaction, thereby reinforcing findings in this research that brand that are actively engaged in CSR activities have an edge over competitors, as showed in this study.

## **5.2 Other Findings**

This research also found that other factors apart from CSR activities as reported by respondents in this study affect their purchase decisions. For example, 91 respondents said they are likely to choose brands based on their popularity while 70 of the respondents said they are likely to be influenced also by the taste of the water. 21 respondents have also suggested that the bottling style of the brand is a possible reason why they would choose a brand.

From the ongoing discussion so far, it can be concluded that Awake mineral water, aside its corporate social responsibility activity also meets these criteria identified by the respondents in this study. Respondents also revealed in this study that they always have specific expectations from brands before they make a purchase from them, suggesting that this expectation must conform to responding to societal needs in the form of corporate social activities. The general perception of Kaspreko Company Limited due to its association with the Awake brand, as producers has greatly been impacted, as respondents highly rated the company for their good work. All respondents in this study perceive Kaspreko in a positive light, meaning that the corporate image of the company has been positively enhanced.

### **5.3 Summary of main Findings**

The following are the main findings in this research:

1. Corporate social responsibility has a positive effect on the public that results in boosting the corporate image of brands
2. Awake mineral water's corporate social responsibility activity results in placing it above the competition in the minds of the public
3. Customers are likely to choose Awake mineral water over other water brands such as Voltic and Bel Aquah due to the positive influence of the CSR activity of the company
4. This research has shown that consumers take CSR activities seriously, and use such acts of philanthropy as a basis for making a purchase decision
5. It has also been found that, more than 95 percent of respondents rate the CSR activity of Awake mineral water highly in terms of role
6. Popularity of brands plays a key role in consumers' choice of brand association
7. Brands that engage in Corporate social activity are more likely to be recommended for future purchases to friends and families
8. Corporate social responsibility activities are not considered as marketing strategies but rather as social activities by the public

### **5.4 Recommendations**

Results from this study have shown a positive impact of CSR on brands and their overall success in the market. The following recommendations are thus made.

1. Corporations which seek to have a good reputation among their publics must consider engaging in CSR activities
2. Companies that want to beat the competition and remain profitable can use the strategic value offered by CSR to achieve this purpose

3. Researchers in the future can try to use qualitative research strategies to understand what CSR means to companies and whether findings of this research reflect in their daily work
4. CSR is not only about philanthropy, but also about environmental impacts, and so companies must not only engage in CSR activities for positive ratings and feedback but also with the environment in mind
5. CSR should be viewed as an ethical obligation and not a demand on companies to overstretch their budgets. Hence, corporations who wish to engage in CSR should have this in mind.

## **5.5 Conclusion**

The present study sought to establish the effects of Awake mineral water's corporate social activity on consumers. The study found that there is a positive correlation between the CSR activity of Awake mineral water which is charity driven. Seen as a social activity more than a marketing strategy, consumers were found to be more affined towards brands that engaged in CSR activities than brands which do not.

This suggests that brands that are more into social activities are more likely to receive good public image as shown in the high ratings received by Awake mineral water in this survey. It has also been found that many consumers are more concerned about the public good brands are to society and this informs their decision to associate with specific brands.

Overall, it has been established that when companies and brands engage in CSR activities, they are more likely to beat the competition, stay profitable due to increased sales and have an overall positive reputation among the public, their customers and potential customers. This good public image is also able to transcend to have ripple effects on their marketing efforts, as customers are more likely to recommend the brand to their friends and family.

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## APPENDIX

### SURVEY QUESTIONNAIRE

Dear student, my name is Lambert Donkor, a student of the Ghana institute of journalism and I am conducting a research on the corporate social responsibility of Awake Mineral Water and will kindly request your views to help me complete the research. This research is entirely for academic purposes, and your responses will be strictly kept anonymous and will not be shared with any third party, except for academic use. Thank you for your time. (*This survey takes approximately 3mins*)

1. Bio .....
2. Age .....
3. Course .....
4. Level.....
5. Religion.....
6. Sex .....

#### **Objective 1: Examine the effects CSR plays on the behaviour of consumers**

7. Do you know about Awake Mineral Water's corporate social activity?
  - a) Yes
  - b) No
8. If your answer is yes, which of these do you know?
  - a) Donation of items to society
  - b) Donation of 1 pesewa on every water bottle purchased to charity
  - c) Cleaning of community
  - d) Donation of PPE's to hospitals

9. What do you think about this activity?

- a) Good social project
- b) Makes the product expensive
- c) It is not a good project
- d) Others...please specify

10. Do you think this influences your choice to buy Awake Mineral Water?

- a) Yes
- b) no

**Objective 2 To find out how consumers consider the CSR activity of Awake Mineral Water**

11. How would you rate the CSR activity of awake mineral water? Please rate on a scale of 1-10 where 1 is the lowest and 10 is the highest

.....

12. Do you think Awake Mineral Water's social activity is a marketing strategy or a social responsibility activity?

- a) Marketing strategy
- b) Social responsibility activity

13. How would you rate awake mineral water (based on their activity) above other water brands? On a scale of 1-10

.....

14. How likely are you to recommend awake mineral water to a friend?

- a) Very likely
- b) Not likely
- c) Likely

**Objective 3: To find out whether Awake's CSR activity places it above its competitors in the market**

15. Which of these water brands are you likely to buy in the future?

- a) Awake Mineral Water
- b) Voltic Mineral Water
- c) Bel aquah
- d) Verna Mineral Water

16. What informed your choice above?

- a) Their corporate social responsibility activities
- b) Popularity
- c) Recommendation from friends
- d) No specific reasons

17. Do you consider a brands social activity before making a purchase?

- a) Yes
- b) No

18. What other factors inform your choice of water brand?

- a) Popularity
- b) Taste of water
- c) Bottling style
- d) No other factors

19. Do you have any specific expectations from a brand before making a purchase from them? Please list if any

- a) Yes,
- b) No
- c) If yes, please state .....

20. What is your general perception about Kasapreko Company Limited's CSR through the Awake Mineral Water? Please rate between 1 and 5

- 1. Excellent

2. Very good
3. Good
4. Bad
5. Very bad