

**THE INFLUENCE OF CSR, A CASE OF THE VODAFONE
HEALTH-LINE TV SHOW**



BY

ROSALINE LESLIE DEFIA

(MAPR20131)

**A DISSERTATION SUBMITTED TO THE SCHOOL OF GRADUATE AND
RESEARCH, GHANA INSTITUTE OF JOURNALISM IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR MASTERS OF ART DEGREE IN PUBLIC
RELATIONS.**

NOVEMBER 2021

DECLARATION AND CERTIFICATION

DECLARATION AND CERTIFICATION

I, ROSALINE LESLIE DEFIA hereby declare that this dissertation is the result of my own research and that no part of it has been presented for another award in this institution or elsewhere.


.....

ROSALINE LESLIE DEFIA



.....

DATE


MAPR20131

SUPERVISOR'S DECLARATION

I hereby declare that I supervised this dissertation in accordance with the guidelines on the supervision of research works as laid down by the Ghana Institute of Journalism.


.....

Dr. SOLACE YAWA ASAFO


.....

DATE

ABSTRACT

The primary goal of the research was to investigate the impact of Corporate Social Responsibility (CSR) on brand awareness by using one of Vodafone Ghana's CSR initiatives (the health-line TV Show) as a case study. An online survey was used to collect data from 200 respondents to investigate their perceptions of how the Vodafone Health line TV show could influence Vodafone's brand awareness.

The findings of the study showed that the respondents believed that the Vodafone Health line TV Show had led to an increase in Vodafone's brand recognition and a boost in the patronage of its services, as most consumers strategically factored into their purchasing decision, the element of brand awareness, implying that they were more likely to purchase a product or service from a brand that they are aware of. The respondents from an online survey also stated that they were more likely to do business with Vodafone after watching at least one episode of the show, thereby creating a positive influence on its brand image.

ACKNOWLEDGEMENT

First and foremost, I want to thank God for bringing me to the completion of this Masters Research Thesis. To my mother who has always been there for me, thank you for your love and support. A very big thank you goes to my supervisor, Dr. Solace Yawa Asafo for her great assistance, objective criticism and her excellent supervision during the entire period of writing this Masters dissertation.

DEDICATION

I humbly dedicate this dissertation to God Almighty who is my creator, strong pillar and source of inspiration. He has been the source of my strength throughout this project and on His wings only have I soared. I would like to express my heartfelt gratitude to my family for their unwavering support throughout this time, as well as to Jimmy Thompson for his unwavering support and encouragement throughout my year of study and the process of researching and writing this thesis. This achievement would not have been possible without their assistance. Thank you very much, and God bless you.

TABLE OF CONTENTS

DECLARATION AND CERTIFICATION	ii
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
DEDICATION.....	v
TABLE OF CONTENTS	vi
CHAPTER ONE	1
INTRODUCTION.....	1
1.0 INTRODUCTION.....	1
1.1 HISTORICAL BACKGROUND OF CSR	1
1.1.1 CARROLL’S PERSPECTIVE ON CSR.....	4
1.1.2 CSR and Brand Awareness.....	6
1.2 PROBLEM STATEMENT	8
1.3 Research Objectives	9
1.4 Specific Objectives:.....	9
1.5 Research Questions	9
1.6 Rationale of the Study.....	9
1.7 Significance of the study.....	10
1.8 Scope of the study	10
1.9 Organisation of the study	10

1.10 Chapter Summary.....	11
CHAPTER TWO	12
LITERATURE REVIEW	12
2.0 INTRODUCTION.....	12
2.1 CONCEPTUAL REVIEW	12
2.1.1. CORPORATE SOCIAL RESPONSIBILITY (CSR).....	12
2.1.2. CSR and Business Strategy	15
2.1.3. Brand and company image	17
2.1.4. Vodafone Health-Line	18
2.2 Empirical review	19
2.2.1 Perception of consumers regarding CSR initiatives	19
2.2.2. How CSR initiatives influence brand awareness among brands	20
2.2.3 CSR's influence on Brand Awareness.....	21
2.3 Theoretical Framework	22
2.3.1. Stakeholder Theory.....	22
2.3.2. Relevant of stakeholder theory to the study	23
2.3.3. Social Contract Theory	24
2.3.4. Relevance of social contract to the study	24
2.4 Chapter Summary	25
CHAPTER THREE	26

METHODOLOGY	26
3.0 Introduction	26
3.1 Research design.....	26
3.2 Research Method.....	27
3.3 Population.....	28
3.4 Sampling method.....	28
3.5 Data Collection.....	29
3.6 How questionnaires were drafted.....	29
3.7 Data Analysis	30
3.8 Chapter summary	30
CHAPTER FOUR.....	31
PRESENTATION OF FINDINGS AND DISCUSSION.....	31
4.0 Introduction	31
4.1 Part one: Understanding the concept of CSR.....	31
4.2 Part Two: Knowledge on Vodafone health-line TV show	34
CHAPTER FIVE	53
SUMMARY, CONCLUSION AND RECOMMENDATION.....	53
5.0 Introduction	53
5.1 Summary of Findings and Discussions	53
5.1.2 How Vodafone health-line promote Vodafone CSR activities.	53

5.1.2 Respondents' perception about the Show.....	55
5.1.3 Vodafone Health line TV show and its influence on Vodafone's Brand awareness....	55
5.2 Limitations of the Study	57
5.3 Recommendation.....	58
REFERENCE.....	59
APPENDIX.....	66

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter is the introductory chapter of the study. The study seeks to examine the influence of Corporate Social Responsibility (C.S.R) on brand awareness using Vodafone health-line as a case study. This chapter will discuss the background which will try to create an appropriate setting for the research by attempting to conceptualize CSR and provide a brief history of its evolution, its significance and its relations with brand awareness.

This section discusses Carroll's conceptualization of CSR and brand awareness. The background will also provide some literature review of other projects and also discusses the contribution of other researchers to the field. This is to make it easy for the readers to understand the gap created by the researcher and also how it will contribute to existing knowledge in the field.

The chapter also discusses the problem of the study, the objectives, and research question, the scope of the study and the organization of the study.

1.1 Historical Background of CSR

In recent years, Corporate Social Responsibility (CSR) has grown in prominence, and it is now regarded as an important topic for research Rupp et al, (2006) and Calderon, (2011). Current corporate scandals have attracted the attention of public and highlighted once more the importance of CSR Zu and Song, (2008). Corporate engagement with society, also termed as corporate social

responsibility (CSR) is a management concept in which businesses incorporate social and environmental concerns into their business operations and interactions with stakeholders (United Nations Industrial Development Organization, 2021). It can be defined as the process by which a company achieves a balance of economic, environmental, and social imperatives while also meeting the expectations of shareholders and stakeholders (Abd Rahim, et al, 2011). For a long time, many authors have described and theorized CSR in a variety of ways; however, new notions are constantly emerging. Niall FitzGerald, former CEO of Unilever (1996-2004), stated that "Corporate social responsibility is a difficult business decision to make. Not because it is a nice thing to do or because others are pressuring us to do it, but because it is good for our business. One of the early CSR researchers, Elkington (1994), developed and composed a new framework known as the Triple Bottom Line (TBL). The Triple Bottom Line (TBL), commonly known as the 3P, is a concept that focuses on sustainability issues. The framework not only considers profitability, but also assists in measuring and identifying the business' influence on environmental and social factors. Elkington's paradigm focuses on the interconnected components of profit (financial), people (social), and the environment (environmental), which are the tools for achieving sustainability. "Making money is necessary, but it must be done in a way that is both humane and environmentally friendly" (Elkington, 1994). As a result, rising environmental consciousness has increased commercial competitiveness, necessitating a greater need to build profitable, inventive, and authentically sustainable businesses. Incorporating CSR into organizations has become critical in order to compete with other enterprises and to create brand awareness.

The concept of Corporate Social Responsibility (C.S.R) developed predominantly in the Western countries, most particularly the United States of America (McWilliams et al 2006). The roots of the concept of CSR as it is known today is one which has a long history which specifies that

business people have paid increasing thoughtfulness to the concerns of society. According to ESCAP (2011), cited by (Jhawar & Gupta, 2017), in the latter part of the nineteenth century, businesses raised concerns as far as the wellbeing of their employees and their effect on society in general, are concerned. With the arrival of the labor movement and dispersion of slums initiated by the industrial revolution, businesses started to provide social wellbeing on some degree of scale, including the building of hospitals and bathhouses and provision of food vouchers. In the same age, individual business philanthropists such as John D. Rockefeller and Cornelius Vanderbilt became vibrant in the United States. Although the legitimacy of philanthropy was not yet well established, the assistance provided by those humanitarians was recognized by local communities and numerous social groups Jhawar & Gupta, (2017). The Great Depression in 1929 further reinforced this drift with the introduction of public trusteeship management (in addition to traditional profit-maximizing management). Research conducted by Carroll (2008), and cited by Jhawar & Gupta in 2017 highlights business philanthropy in this period as spearheading the development of the CSR concept. Nevertheless, for all applied purposes, CSR is fundamentally a post-World War II phenomenon and in fact did not urge in significance until 1960s and beyond (Carroll and Shabana, 2010). As a result, CSR was initially in the form of corporate philanthropy, but after the 1950s, the concept underwent a sea change. Archie B. Carroll, who is identified for the most all-inclusive outline of the definitions of CSR from 1950s through the mid-1990s, credits Howard R. Bowen as the Father of Corporate Social Responsibility because his book *Social Responsibilities of the Businessman* (1953) dealt reliably with the conception of Social Responsibility. As a result, the concept of CSR with authorization emerged in the 1950s with publication of Howard R. Bowen's book *Social Responsibilities of the Businessman* in 1953 (Jhawar & Gupta, 2017).

1.1.1 CARROLL'S PERSPECTIVE ON CSR

Carroll (1979) was one of the first researchers to dispute the CSR notion and made a significant impact with his research. He argued that the economic category of social responsibility was the most significant, and that the other three were listed in decreasing order of importance: legal, ethical, and charitable. Carroll (1991) created the most well-known and influential CSR paradigm in management: The Pyramid of Corporate Social Responsibility (Carroll & Schwartz 2003). Carroll's paradigm is still the most well-known in the corporate world. In 1991, after having conducted experiential study in the United States, Carroll first presented his CSR model as a pyramid in which he ordered the four notions of CSR from most important to least important (Heemskerk, 2012; Egdorn, 2013). This prototypical is now popularly known as the pyramid of CSR (figure 2.1).

Carroll's CSR model can be defined as one of the most important classification within the context of CSR conceptualization. The first dimension is economic in nature and relates to the primary role of businesses to create return on investment, produce goods and services, have a commitment to the creation of jobs and a fair income for employees and for advancement and innovation. From the classical economic rationale of Adam Smith and David Ricardo is where this first dimension is derived (Carroll, 1991; cited by Egdorn, 2013), and it is built on the foundation of the principle of business (Heemskerk, 2012 in Egdorn, 2013). Carroll (1997 in Egdorn, 2013) purported that, business is thus seen as the basic economic unit in society, and all other business roles are dependent on this core assumption.

Legal responsibilities, talks about the expectations of businesses operating within the 'rules of the game', obeying the law, and conforming to regulations that are set by local and national states, this

is the second dimension (Reinhardt et al 2008). This viewpoint thus brings about the expectancy of society that businesses achieve their economic goals within the confines of the legal system.

The third dimension, ethical responsibilities, goes a step further than the dimension of legal responsibilities and comprises the way in which businesses act in accordance with the norms and values that are not collated into laws, but that are set by culture, religion, and local society. However, because of its imprecise definition, it can be challenging for businesses to deal with the concerns associated with this dimension (Carroll, 1979; cited by Egdome, 2013).

In the latter dimension, businesses are given “the widest scope of discretionary judgement and choice, in terms of deciding on specific activities or philanthropic contributions that are aimed at giving back to society in which they operate, and to being a good corporate citizen” (Jamali, 2008, p. 215 in Egdome, 2013). This impression stalks from the belief that businesses and society are related to each other and its undertakings can, for example embrace philanthropic contributions and educational training programs. Since the boundaries of philanthropic activities are comparatively broad, and its repercussions can be unable to get along with the economic and profit bearings of businesses, this responsibility is often seen as somewhat controversial (Jamali, 2008 cited by Egdome, 2013).

Carroll (1991) argued out that the four dimensions that he used to classify CSR are meant to explain “that motives or actions can be categorized as primarily one or another of these four kinds” (p.500). And the order in which Carroll presented the dimensions put forward “what might be termed their fundamental role in the evolution of importance” (p.500 cited by Egdome, 2013).

1.1.2 CSR and Brand Awareness

CSR (Martinez, Pérez, & Rodríguez del Bosque, 2014) can be viewed as an emotional part of a company's brand image that improves its competitive advantage. The core values of CSR are permeated by the core values of CSR if a company's positioning strategy is founded on its CSR efforts (Du, Bhattacharya, & Sen, 2010).

Crespo, Salmons, & Bosque, 2005; Cretu & Brodie, 2007; Werther & Chandler, 2005; Idowu, 2009; Wu & Wang, 2014) stated that CSR is becoming a core component that positively affects brand image and is thus considered a strategic necessity, rather than something that only contributes to the customer's social value. Therefore, companies embrace social responsibility not only because they are mostly concerned with doing good but also to strengthen their brands (Igbal, 2013). Today's customer has become much more concerned with sustaining the environment and saving the planet from distraction (Ottman, 2011). The customer has become more active in environmental sustainability and has begun in most cases to force organizations to also start thinking about the environment in order to meet with stakeholder's expectations (Igbal, 2013).

Sharma & Jain (2019) argued in their study that customers are more likely to respond to a brand that has been involved in a good cause. Customers' idea about a firm is dependent on the general perception. This is mostly linked to brand performance and brand equity (Lu et al, 2020). It has however been argued by Irshad et al (2017) and Lu et al (2020) that a firm that engages in CSR practices increase their revenue overtime and also helps in strengthening the image of a firm in society. Popoli (2011) also argued that brand image is influenced by the positive and negative opinion of stakeholders. He expanded the argument by stating that a company's ability to act

socially responsible can transfer into values, strategies and competence in the premise of satisfying stakeholders' expectation (p. 426).

The extent through which a brand is recognized by potential consumers is referred to as brand awareness (Apéria & Back, 2004). In order for customers to build good sentiments toward a brand, it is necessary to raise brand awareness (Apéria & Back, 2004). Customers' purchasing decisions are influenced by brand awareness. Even if other brand associations are missing, high brand awareness reduces buyers' uncertainty about the service and enhances the likelihood that the product will be picked for purchase (Keller, 1993). As a result, consumer behavior is positively influenced.

Brand awareness is a very important component in sustaining brand equity which is also important to obtaining a strong brand image and long-term relationship that indicate brand resonance (Keller, 2007). Aaker (1996) discussed the four levels of brand awareness that helps to establish brand awareness among customers. They are the Top of mind, Brand Recall, Brand Recognition and unaware of brand. Aaker's Pyramid helps classifies the level of brand awareness of a product. It begins from unaware of brand to Top of mind where the brand reaches brand equity. Models like the PSESAI model can serve as the blueprint to building awareness for brands. The model proposed six elements in creating brand awareness for brands namely; positioning the brand, sponsorship, event marketing, sports marketing, advertising and integrated marketing communications.

Latif, Mdnoor & Islam (2014) argued that positioning of the brand is linked with creating of perception of a brand in the minds of the consumer. According to them, it is important for every brand to create a desired perception in the consumer's mind. Latif, Mdnoor & Islam (2014) also

discussed that sponsorship entail the “possession of rights to connect with a product, event or organization for the intention of obtaining related benefits” (p.6). Sponsorship can cover a wide range of activities. This may include but not limited to entertainment events, sporting events, charity events of NGOs. These are done to help shine lights on the brand and also to positively affect the perception of the brand in the minds of the consumer.

It has become necessary therefore that organizations take their social responsibility activities very seriously since it has the propensity of raising awareness in their quest to build the organization's image.

1.2 PROBLEM STATEMENT

In developing countries research on CSR and how it influences brand awareness is quite meager. However, Organizations have been identified CSR as an important strategy for promoting growth, brand awareness and social development in countries. Although, there seems to be very little done in the area of CSR and how it has influenced brand awareness of companies, Igbal (2013), a researcher in his study investigated the relationship between CSR and brand equity. In his study Igbal (2013) measured brand equity using independent variables such as brand loyalty, brand awareness, brand association, perceived quality and the overall brand equity. Igbal (2013) in measuring brand equity added brand awareness to the variables understudy. Albeit, the study of Igbal (2013) did not provide detailed account on how CSR can influence brand awareness, this research however, built upon the study of Igbal (2013) and tried to investigate and provide empirical evidence, on how CSR activities of a firm can help influence brand awareness; using Vodafone Health-line TV show as a case study.

1.3 Research Objectives

The main objective of the study was to determine the influence of Vodafone Health line TV show on Vodafone's brand awareness.

1.4 Specific Objectives:

1. To find out how Vodafone Health line show promotes Vodafone CSR activities.
2. To investigate how Vodafone Healthline has influenced Vodafone Ghana's brand awareness.

1.5 Research Questions

1. How does Vodafone Health-line show promote Vodafone CSR activities?
2. What are the perceptions of customers on the Vodafone Health-line TV show?
3. How does Vodafone Health-line show influence Vodafone Ghana's brand awareness?

1.6 Rationale of the Study

This research investigated the influence of CSR on brand awareness. Brand awareness has become very important to companies because, as previously stated, it helps the firm determine how the brand visibility and, in most cases, how the brand is perceived. Arguments by Lu et al (2020) suggest that CSR initiatives by firms have the propensity of influencing brand loyalty and brand recognition. This research, on the other hand, looked into how CSR activities affect brand

awareness. This would contribute to the argument that CSR is critical in marketing communication.

1.7 Significance of the study

The primary goal of the study was to contribute to the existing body of knowledge on CSR and brand awareness. The research was to assist practitioners in making the case for the importance of CSR initiatives by businesses and how they can be an effective tool in their marketing communication.

1.8 Scope of the study

The study engaged consumers on how they think a company's CSR initiative can influence brand awareness. This study was conducted in Accra where almost all the major companies in Ghana are situated. The study assessed the perception of customers hence the need for structured questionnaires. The study engaged 200 respondents.

1.9 Organization of the study

The research was organized into five (5) chapters. The first chapter went over the study's background, problem statement, research objectives, and research question. The second chapter covered the literature review and theoretical underpinnings, and the third chapter covered the methodology as well. The fourth chapter discussed the findings and analyzed the data collected,

while the final chapter summarized the study and offered some conclusions and recommendations for future research.

1.10 Chapter Summary

This chapter discussed the background of the study, problem statement, research objectives and research questions. The chapter also discussed the significance of study, rationale of the study and also the scope of the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviewed literature on the influence of CSR on brand awareness. The study was divided into three parts; the conceptual review, empirical review and the theoretical framework. The chapter is also would review the Vodafone Ghana Foundation initiative Vodafone health-line TV show its significance on Vodafone's brand.

2.1 Conceptual Review

This section defined the study's relevant variables and discussed how they relate to one another. The concept of Corporate Social Responsibility (CSR) and its tenants, as well as how CSR can be linked to brand awareness, were extensively discussed.

2.1.1. Corporate Social Responsibility (CSR)

Corporate Social Responsibility has been defined and conceived in a variety of ways by many researchers for a long time; nevertheless, scholars do not agree on a single definition or key concepts of what it means to be socially responsible. Kashyap, Mir, & Mir (2011) argued that Bowen was a pioneer of the CSR concept in the 1950s, defining it as "businessmen's responsibility to pursue those policies, to make those decisions, or to follow those lines of action that are desirable in terms of our society's objectives and values". The conversation over CSR became more useful

in the 1960s, and various researchers such as Davis, Johnson, and Manne began to argue that CSR strategies should be profit-maximizing and required by society. In the early 1980s, the concept began to gain traction as a potential commercial opportunity to earn riches, thanks to people like Drucker (Kashyap, Mir & Mir, 2011).

Corporate Social Responsibility (CSR) has become very significant in contemporary business operations (Khanifar et al, 2012). The European Commission (2006) argued that CSR can be defined as a concept where social and environmental policies are integrated into organizations' philosophies. Tai and Chuang (2014) argued that CSR can be defined as a company's will to carry out its business activities in an ethically and socially responsible way. The scope of CSR activities is increasingly diverse, spanning from cooperation, maintaining good relationships with employees and other stakeholders, to activities in protecting the environment Ismail, (2009): Babiak & Trendalova (2011), Torugsa et al. (2013). The concept of CSR goes beyond volunteering and Charity (Carroll, 1991). Geva (2008) avers that the core mandate of CSR is an organizations' obligation to make life better for the environment in which it operates. This, in a long run, has some impact in creating a good reputation for the company among its stakeholders (Susanto, 2009).

Eells and Walton (1961) argued that when we talk about social responsibility, we are talking in terms of the problems that arise when corporate enterprise cast its shadow on the social scene, and of the ethical principles that ought to govern the relationships between the corporation and society (Carroll, 1976). Friedman in 1962 also added an interesting twist to the argument by stating that the doctrine of social responsibility is "fundamentally subversive". He stated that, the very foundation of our free society as the accepted by corporate officials is to make as much money as

possible for their stockholders. In 1963, McGuire expanded the notion of legal and economic concerns by also suggesting that, a company can also extend its obligations by doing certain responsibilities of society. He argued that social responsibility can be seen beyond economic and legal considerations.

Manne & Wallich (1972) as cited by Carroll (1976) also are of the view that CSR is a firm's way of giving voluntarily. Stelner (1975) explained the trend in various forms CSR has taken since the 1930s. He explained the trends as being emerged from the economic production to government dictation through to voluntary and lastly expectations beyond reality.

For a definition of social responsibility to fully address the entire range of obligations business has to society, it must embody the economic, legal, ethical and discretionary categories of business performance (Carroll, 1978).

Carroll (1976) argued that, the fore-most social responsibility of business is economic in nature. Before anything else, the business institution is the basic economic unit in our society. As such, it has a responsibility to produce goods and services that society wants and to sell at a profit. The legal responsibilities of business corporations demands that businesses abide by the laws of land. So to speak, the business must be able to comply with the rules and regulations. So if a company is able to fulfil its legal obligations by paying taxes and abiding by all the possible labour regulations, then the company is said to be undertaking its social responsibility. Ethical responsibilities refer to obligations that are right, just, and fair to be met by corporations. The conduct of operations goes beyond laws and contributes to social wellbeing. Companies can move up the ladder to ethical responsibilities by paying wages, offering employees better working conditions and benefits, etc. Discretionary responsibilities are those about which society has no

clear-cut message for business. They are left to individual judgment and choice. This is mainly left to the company to decide on the kind of project they want to undertake.

2.1.2. CSR and Business Strategy

In modern times, the undertaking of corporate social responsibility (CSR) has gained widespread recognition as a good practice that can lead to enriched financial performance (Carroll & Shabana, 2010; cited by Marom 2018). A substantial study has been published on the link between CSR and financial performance. The meta-analysis studies of present research show the majority of results point to a positive relationship between CSR and a firm's financial performance (Griffin & Mahon, 1997; Orlitzky, Marom, 2006; Schmidt, & Rynes, 2003; cited Marom, 2018). In view of that, as it has been concluded, "CSR and financial performance are generally related positively across a wide variety of industry and study contexts" (Orlitzky et al., 2003, p. 406; cited by Marom, 2018). The progressive influence that CSR can have on financial performance, referred to as the business case for CSR (Carroll & Shabana, 2010; cited by Marom, 2018), has led many to be aware of the potential value of incorporating CSR into firms strategy (Galbreath, 2009; Porter & Kramer, 2006; in Marom, 2018).

Civil Society advocates question corporations' central drive for the practice of CSR, stressing that corporate programs to fund social and environmental programs are not anything more than public relations campaigns for the perfection of their brand reputations, often disproportionately to the effort itself. This dismissal of CSR resides in fundamental distrust of a corporation's genuine purposes to do anything more than upsurge its profits (Rangan, Chase & Karim, 2012). On the ideological rights, critics reject the role of CSR in a capitalist society where the primary responsibility of business is seen as creating financial returns for its shareholders and larger

community. According to these critics, a company's value resides wholly in its capacity to create financial wealth for its shareholders, and any social or environmental initiative that does not instantaneously create profit for a company is considered a waste of corporate resource (Rangan, Chase & Karim, 2012). The argument goes ahead to say that, if each sector did what it is intended to do, a well-to-do and fair society would flourish with ideal distribution of resources. A sector that is motivated and valued by its measurement of financial returns and investments, the deficiency of any agreed-upon procedures to quantify social or environmental return of money spent on CSR give the impression that run counter to corporate philosophy (Rangan, Chase & Karim, 2012).

The importance in the *Reengineering the Value Chain* of CSR is to increase business chances and lucrativeness, while also generating social and environmental profits, by improving operational efficiency throughout the value chain be it upstream in the supply chain or downstream in the distribution chain. This CSR approach, which has become more and more widely held among both academics and corporate leaders, may be considered roughly analogous to the "shared value" framework, in which the corporation seeks to co-create economic and social value (Rangan, Chase & Karim, 2012).

Therefore, despite the fact that research on CSR's impact on brand image has revealed that it plays a vital role in the service industry, the quantity and scope of studies is still restricted. As a result, it is critical to research this topic. This research will be undertaken in the service business, which is constantly developing, and will focus on the impact of CSR on brand awareness, particularly in the instance of Vodafone.

2.1.3. Brand and Company Image

Sammut-Bonnici (2015) avers that brand can be defined as a set of tangible and intangible attributes designed to create awareness and identify and to build the reputation of a product, service, person, place or organization (p. 2). Branding is as vital to the success of a business as having coherence, having a vision for the future, or having quality employees. That is to say that brand image is made up of everything a company does, has and is (Pearson Education Limited, 2016). It encapsulate goods or services sold, name and logo of the company, labelling and packaging, employee dress code and behavior, company ideals, beliefs and conducts, environmental policies, country location, corporate culture. A good brand image can help provide positive assurance for consumers, reduce search time, provide psychological reinforcement and provide social acceptance as well as provide a positive word-of-mouth from consumers (Pearson Education Limited, 2016). A good brand image can help build a positive corporate image for a company.

Corporate image is the overall assessment of a company in the mind of the people (Aydin & Ozer, 2005). It can also be explained as the image of ideas, thoughts and impressions from a position (Baloglu & Brinberg, 1997). Seyed Javadein & Shams (2007) argues that a company's image is influenced by the perceived quality of a company's product or service. The perceived quality can be defined as what the consumer judgement about the significance and preference of a product with respect to its purpose and in comparison with other similar products in the market. It simply refers to the customer's perception of the overall quality of product or service according to its own purpose compared to other options (Aaker, 1991).

2.1.4. Vodafone Health-Line

Vodafone Ghana Foundation was launched in 2009 to support sustainable initiatives that drive social change, improve lives and solve pressing social needs (Vodafone.com.gh, 2021). The foundation provides formal process for charitable contributions to be made to communities, community groups and Non-Governmental Organizations (NGOs) in Ghana who are key partners in responding to social and economic development issues in the country. The foundation has introduced a number of initiatives to drive its new strategic objective to making Vodafone Ghana Foundation a technology-oriented foundation which combines charity work with technology to deliver transformational projects that improves lives and enhances living conditions of Ghanaians. Among these initiatives includes; Vodafone health-line TV show, Instant Schools, and other Charitable Donations. For the purpose of this study, we would be focusing on Vodafone Health-line TV show and how attempt to discuss it into details.

The Vodafone Health-line initiative is a TV show produced by Vodafone to propagate health related issues through TV reality program. The TV show is an initiative by the Vodafone foundation to educate Ghanaians on pertinent health-related issues and also to encourage healthy lifestyles practices among Ghanaians. The TV show has over the past eight years has covered various topics such as bones, tumor, cancer, pregnancy, mental health, hypertension, diabetes and sex. The show brings on board experts in the medical field to educate the public on various health issues. The program also in most cases supports the cost of some medical bills and surgery cost of some patients.

2.2 Empirical Review

The study used quantitative research as a methodology, with an online survey that targeted 200 respondents in Accra, Ghana, between the ages of 18 and 56, who had watched at least one episode of the Vodafone Health Line TV show.

2.2.1 Perception of consumers regarding CSR initiatives

Although most researchers focus on the advantages of social responsibility to enterprises and why they should implement it, there are few that mention the gains of society. Apart from bringing a wide range of benefits for a company, corporate social responsibility is supposed to, above all, contribute to the wellbeing of society. Delivering benefits to the whole of society should also be the prominent driver for business to start and continue CSR involvement (Perry and Towers, 2013). Corporate involvement in local community's problems creates better ambiance in its surroundings (Gołaszewska-Kaczan, 2009). People who have been helped by company's activity are happier and benefit from a higher standard of living. This part of the study is going access consumers perception regarding CSR initiatives.

Chaudary et al (2016) examined customer perception of CSR initiatives. This study was conducted on various consumer and corporate related dimensions including customer loyalty, consumer attachment, corporate performance and repurchase intention. It was discovered however that CSR has a positive influence on customers' perception towards a brand. This also can cultivate into customer loyalty, consumer attachment and the overall performance of an organization.

Guchait, Anner, and Wu (2010) also did some studies on customer perception of corporate social responsibility of service firms. Their study investigated the influence of customer perception of corporate social responsibility on customer attitudes (loyalty, trust and commitment) and also behavioural intentions (patronage intentions, switching intentions and word of mouth). The study discovered that customer

perception of CSR has a positive and significant influence on customer attitude and behavioural intentions towards a company. Another study by Saleh, Ebeid & Abdelhameed (2015) also examined how CSR activities by organizations influence word of mouth and retention. It was discovered after the study that CSR, especially social and economic activities on word of mouth and retention. It was also indicated that CSR created positive word of mouth (WOM) which eventually generate into new customers and also customer retention.

All the studies above indicates the importance of CSR to organization and also explains why some authors argued that CSR have positive influence on organization's financial performance since CSR have positive influence on perception, and customer retention. The study discussed how CSR influence brand and brand awareness to bring enough evidence on the relationship between CSR and positive brand image and also brand awareness.

2.2.2. How CSR initiatives influence brand awareness among brands

There have been a number of studies that seems to suggest that CSR has influence on brand image and brand awareness. Esmailpour & Barjoei (2016) posit that CSR can have a positive effect on corporate image as well as the brand image in the society. Arendt & Brettel (2010) also argued that CSR has the ability to improve the attractiveness of corporate image. A company committed to doing good and operating ethically has the propensity of influencing positively the minds of the society (Pomering & Johnson, 2009). Vazifehdoust et al. (2014) was able to draw a link between CSR and its effect on company image, loyalty as well as customer satisfaction. Good corporate image gives customers the assurance they need about a brand which can increases the customer's perception of brand quality. Lai et al (2015) also agreed to the assertion that a company's CSR activity affectively impacts its brand equity and also affects its brand awareness in a long run.

In Ghana, Bankas (2012) argued in her study that corporate social responsibility is a tool used by some telecommunication companies in creating brand awareness. Sokro and Agbola (2016) observed that Telcos in Ghana are paying very much attention in corporate social responsibility that many other firms. It was discovered in their study that Telecommunication companies are recently investing a lot in trying to develop communities through provision of clean water, education, also helping communities deal with other environmental issues. This they argued, have some influence in cultivating customer loyalty. Sarpong et al (2016) in determining the impact of CSR on the brand image of MTN concluded that socially responsible companies have the capability of enhancing the general image of a brand.

Otto Afiuc et al (2020) also discovered that CSR, Corporate image and service quality have a significant relationship with both corporate image and customer retention. They also discovered that CSR strengthens the relationship between customer value and service quality with that of corporate image which subsequently leads to enhanced customer retention. This can be linked to the reason why companies find CSR as a very significant tool for their brand and also their bottom-line.

2.2.3 CSR's influence on Brand Awareness

Wu and Wang (2014), investigated the impact of CSR on brand image and awareness and concluded that CSR's influence on brand image and awareness are inextricably related. The researchers used functional, symbolic, and experiential image and attitude to quantify brand image and awareness, which are closely related to two of Keller's (1993) components of brand image, benefits and attitude. The brand image in this theoretical model is operationalized through one

extra dimension, namely attribute, because this study is undertaken to emphasize CSR's influence on brand awareness. The rationale for these extra dimensions is that, to some extent, a service comprises of both product-related and non-product related features (Grönroos, 2007), making Keller's definition of brand image more appropriate. This provides for a more complete assessment of brand awareness, as it considers not just benefits and attitude, but also attributes.

2.3 Theoretical Framework

This part discusses the theoretical underpinnings of the study. This is to help us understand some phenomenon within the study. The study employs the use of the stakeholder theory and social contract theory.

2.3.1. Stakeholder Theory

Amponsah (2015) argued that the stakeholder theory can help measure the effectiveness of the relationship between business and society. Stakeholder management has been comprised within the integrative theories group because some authors deliberate that this form of management is a way to incorporate social demands. According to (Garriga and Mele, 2014), stakeholder management has become an ethically based theory mainly since 1984 when Freeman wrote *Strategic Management: a Stakeholder Approach*. He took as starting point in this book, that "managers bear a fiduciary relationship to stakeholders" (Freeman, 1984 in Garriga & Mele, 2014), instead of having exclusively fiduciary duties towards stockholders, as was held by the conventional view of the firm. He understood as stakeholders those groups who have a stake in or claim on the firm (suppliers, customers, employees, stockholders, and the local community). In a more defined way, Donaldson and Preston (1995; cited by Garriga & Mele, 2014) held that the

stakeholder theory has a normative core based on two key ideas (1) stakeholders are individuals or groups with legitimate interests in routine and/or substantive aspects of corporate activity (stakeholders are known by their interests in the corporation, whether or not the corporation has any conforming functional interest in them) and (2) the interests of all stakeholders are of elemental value (that is, each group of stakeholders merits concern for its own sake and not merely because of its ability to further the interests of some other group, such as the shareowners). Precisely, away from shareholders of an organization, there are other agents who have concern in the activities and decisions of organizations that need to be noted by the organization (Amponsah, 2015).

2.3.2. Relevant of stakeholder theory to the study

Stakeholder theory helps us understand the relevance of stakeholders to businesses. One of the major stakeholders of businesses are the clients/ customers/ consumers. As stated earlier in the review, customer perception is very much important to organizational performance. The stakeholder theory however helps us understand some perceptions and expectation of stakeholders from organizations. Diling (2011) argued that there is an increasing demand from stakeholders of their expectation of organizations to involve themselves in helping society. Perez and Bosque (2016) also explored customer's multidimensional perceptions of both banking companies and the CSR orientation of these companies and how these perceptions affects customer identification and satisfaction. This means that people are always expecting organizations to do something for the society considering they (the society) are the reason the company is around. This sense of expectation has pushed organizations to start thinking of how to meet customer expectations and also increase positive perception and awareness.

2.3.3. Social Contract Theory

The Social Contract theory connects corporate activities to society and emphasizes a firm's ethical and moral responsibility. It is proposed that the firm is morally and ethically responsible to the society in which it operates and that it does not require force to fulfill its commitments. According to Moir (2001), businesses must conduct themselves properly not only for their own benefit, but also because society expects them to do so. This entails an equal partnership between the enterprise and society, with unrestricted rights and privileges that must be reciprocated by both parties in order to meet mutual demands. The payment of taxes by the firm is a recognized CSR obligation of the firm to society, according to the social contract theory.

Newton (2021) argued that businesses exist with the permission of society, so long as businesses act in ways that benefit society. Newton (2021) believed that businesses should focus their operations on activities that maximize benefit for society. He argued that businesses that are more society-oriented are more valued within our social setting. This means that companies who are more focused on developing the society through CSR activities in most cases earn the permission of the society.

2.3.4. Relevance of social contract to the study

The social contract theory has helped in explaining the rationale behind so many CSR activities by corporations worldwide. As explained in the stakeholder theory, society has over the years created some expectation for organizations within the society. These expectations keep changing and rising depending on the nature of society (Amao, 2008). The theory helps us explain the reason why companies invest a lot in CSR activities and also help in explain why

Telecommunication companies in Ghana have gone above and beyond their area of expertise to invest hugely into environmental sustainability, education and now health.

2.4 Chapter Summary

This chapter reviewed literature on the influence of CSR on brand awareness. The review conceptualized CSR using the work of authors like Tai & Chuang (2014), Khanifer et al. (2012) and also used Carroll's model of CSR to help us understand CSR within the context of the study. The study also discussed some motivation of CSR. The reviewed also looked into Brands and company image and also attempted to investigate the influence of CSR initiative on a company's brand. The study used theories like the stakeholder theory and social contract theory to explain some concepts within the context of the study.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

In the previous chapter, the importance of CSR to brand awareness was discussed extensively. The study reviewed literature on CSR, Brand awareness, brand image and their importance to the creating a positive perception for a company. This chapter also discussed the methodology of the study. The study discussed the research design, research methodology, the population of the study, sampling size and sampling technique and finally data collection instrument and data analysis techniques. This chapter explained to us how data was collected and the instrument used in data collection and data analysis.

3.1 Research design

Zokmound (2003) argued that research design allows the researcher to come up with the techniques for data collection and analysis. The design helps the researcher determine the methodology that would be used in the collection of information (Data) required for the study. The design influences the procedures for research spanning from problem identification to data analysis and presentation of results (Creswell, 2009). As explained by Zokmound (2003), the design was to determine the framework for the entire study including the data collection and analysis techniques. The quantitative research design was used in this study, with the Vodafone Health line TV show serving as a case study.

The main objective of the study was to examine the influence of CSR on brand awareness using Vodafone Health-line TV show as a case. The study examined how Vodafone Health-line show promotes Vodafone CSR initiatives. The study determined the perception of consumers regarding Vodafone Health-line TV show. Finally, also investigated how Vodafone Health-line influenced Vodafone Ghana's brand awareness. The study was a perception study that was meant to gather data based on the perception of the respondents on how they think TV influences the brand awareness of Vodafone.

3.2 Research Method

The study adopted the quantitative research method. Quantitative studies normally employ the use experiments, surveys and statistics in the collection of data as well as in the analysis of data. Quantitative research can be associated with positivist's philosophy. The positivists are interested in measuring external behaviours using facts and figures (Gunter, 2000). They define social behaviours by examining the causal relationships between phenomena and analyze them numerically. Williman (2011) argues that quantitative analysis deals with data in a numeric form and uses mathematical operations to investigate their properties (p, 128). Qualitative analysis seeks to measure, make comparisons, and examine relationships, make forecasts, and test hypotheses Williman, (2011). The quantitative research employed the use of an online survey which sought responses from 200 people in Accra, Ghana, between the ages of 18 and 56 who had seen at least one episode of the Vodafone Health Line TV show. Using Google Forms, this study created an online questionnaire. The questionnaires were distributed via various social media platforms, including WhatsApp, Facebook, LinkedIn, and Signal.

3.3 Population

The research population, according to Wimmer and Dominick (2011), encompasses all people and factors within the study region. Due to the nature of the survey being given online, the online research, which was conducted using Google Forms and distributed through various media sites, attempted to reach out to 200 people across Ghana to ensure that the data collected and reviewed would not limit the research in any manner. The study focused on people aged 18 to 56 from all around Ghana who had seen or watched at least one episode of the Vodafone Health-line TV show. Respondents were asked a series of questions about the show to see if they had ever seen or watched at least one episode of the Vodafone Health-line TV Show, in order to determine if they were in the correct category for data collection.

3.4 Sampling method

The study employed the use of convenient sampling method in its data collection process. Convenient sampling process is a non-probability sampling techniques used in sampling respondents who are close at hand and are willing and ready to part-in the research process as an when needed. Due to the nature of the data collection instrument (online survey) employed in this study, it was necessary to use the convenient sampling method to gather respondents for data collection.

3.5 Data Collection

In order to collect data, the study used a survey. Surveys can be used to describe a variety of situations (Gunter, 2000). Questionnaires and interview schedules are used to collect data for surveys (Gunter, 2000). Telephone interviews, personal interviews, online surveys, and postal surveys are all examples of how questionnaires can be administered. The data for this study was collected through an online survey. An online questionnaire was produced with the help of Google Form and distributed to responders via various social media platforms. The link to the questionnaires was distributed to the researcher's whole contact list via WhatsApp in a broadcast message. The researcher used Facebook to encourage friends and followers to fill out the survey by clicking on the links provided. The researcher also sent a message to 120 Facebook friends and a link to the survey to Twitter respondents. The link was then left up for six (6) days to give respondents enough time to react. The survey had 200 responses by the sixth day. The researcher simply launched Google Form and clicked the Responses tab, where they were able to uncover pertinent information and results from everyone who had responded thus far, as well as other data gathering alternatives.

3.6 How questionnaires were drafted

Google Forms was used to create the questionnaires. Google Forms is a piece of software that allows you to design and edit online surveys. The tool allowed the researcher to send survey links to as many internet users as possible via multiple social media sources, allowing for more efficient data collecting and analysis. The questionnaires were created in accordance with the study's goals. The first section of the survey probed respondents' awareness of the idea of corporate social

responsibility. This test assessed the respondents' understanding of CSR. The respondents' knowledge of the Vodafone health-line TV show was tested in the second section of the survey. The researcher conducted a series of questions to elicit responses in order to assess if respondents had heard of the TV show or had seen at least one episode.

The final section of the questionnaire consists of a series of questions aimed at eliciting respondents' opinions on the Vodafone Health-Line Show. The show's impact on Vodafone's brand recognition is discussed in the third section.

3.7 Data Analysis

Google Forms provides a way for data to be analyzed automatically. This indicates that the information was examined in real time. The link was closed after six days, and the acquired and analyzed data was simply exported from Google for interpretation.

3.8 Chapter summary

The study used quantitative methods to conduct the research. For data gathering, the study used an online poll, as well as responses from 200 people on Facebook, Google Plus, Twitter, and WhatsApp.

CHAPTER FOUR

PRESENTATION OF FINDINGS AND DISCUSSION

4.0 Introduction

This chapter discussed and analyzed the information gathered. This chapter was broken down into three sections. The first section looked at how respondents perceived the notion of CSR. This section asked a series of questions regarding CSR and used the Likert scale to assess their understanding of the topic. The second portion of the debate examines how respondents' understanding of the Vodafone health-line TV show has changed over time. This section also allows respondents to assess their knowledge of the Vodafone Health-line TV show's existence. This allows the researcher to assess the respondents' knowledge of CSR and the Vodafone Health-line TV show. The third section examines how respondents felt about the Vodafone health-line show. The fourth section examines the Vodafone health-line TV show and its impact on brand awareness. The demographics of the respondents will be discussed in the final section of the debate.

4.1 Part one: Understanding the concept of CSR

The respondents were quizzed on their comprehension of CSR. Tai and Chuang (2014) took the first sentence out of the definition, arguing that CSR can be defined as a company's desire to do business in an ethical and socially responsible manner. According to the results of the frequency distribution, at least 94 percent of the respondents highly or very strongly agreed with such remark. The statement elicited a neutral response from 6% of the population.

This indicates that they are neither agreeing nor disagreeing with the statement. This indicates that the majority of respondents agree with Tai and Chuang's (2014) definition of CSR as a company's desire to act in an ethical and socially responsible manner.

4.1.1 Table 1: CSR is a company's will to carry out its business activities in an ethically and socially responsible way

Level of agreement		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	12	6.0	6.0	6.0
	Agree	97	48.5	48.5	54.5
	Strongly Agree	91	45.5	45.5	100.0
	Total	200	100.0	100.0	

Source: Field Data, 2021

4.1.2 Table 2: CSR is an organization's obligation to make life better for the environment in which it operates

Level of agreement		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	49	24.5	24.5	24.5
	Agree	94	47.0	47.0	71.5
	Strongly Agree	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

Source: Field Data, 2021

From the distribution about, 75.5 % of the population either agreed or strongly agreed with Geva’s (2008) assertion that CSR is an organization’s obligation to make life better for the environment. 24.5% of the respondents are indifferent about this assertion.

4.1.3 Table 3: The concept of CSR goes beyond volunteering and Charity

Level of agreement		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	14	7.0	7.0	7.0
	Neutral	6	3.0	3.0	10.0
Valid	Agree	124	62.0	62.0	72.0
	Strongly Agree	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Source: Field Data, 2021

When asked if they think CSR goes beyond volunteering and Charity, 90% of the respondents agreed or strongly to Carroll’s (1991) statement. 62% agreed while 28 % strongly agreed to that assertion. 3% of the respondents were indifferent about the position and 7% disagreed with this position. This means that a small fraction of the respondents do not believe that CSR goes beyond volunteering and Charity.

4.1.4 Table 4: CSR can be defined as a concept where social and environmental policies are integrated into organization's philosophies

Level of agreement	Frequency	Percent	Valid Percent	Cumulative Percent
Neutral	27	13.5	13.5	13.5
Agree	114	57.0	57.0	70.5
Strongly Agree	59	29.5	29.5	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

86.5 of the respondents also agreed to the assertion that CSR is where social and environmental policies are integrated into organization's philosophies. This assertion is from the European Commission (2006). 13.5% of the respondents were however neutral.

4.2 Part Two: Knowledge on Vodafone health-line TV show

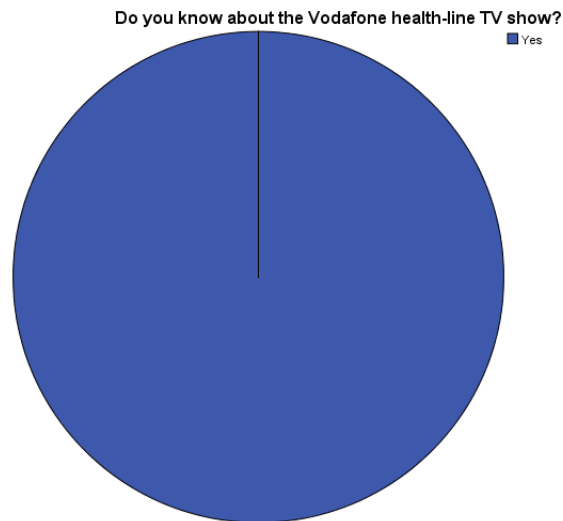
4.2.2 Table 5: Do you know about the Vodafone health-line TV show?

Vodafone health-line TV show?	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	200	100.0	100.0	100.0

Source: Field Data, 2021

According to the above distribution, all respondents believe they are aware of the Vodafone health-line TV show. This question was asked to ensure that respondents are aware of the series of questions that will be asked of them in the questionnaire.

4.2.3 Figure 5: Do you know about the Vodafone health-line TV show?



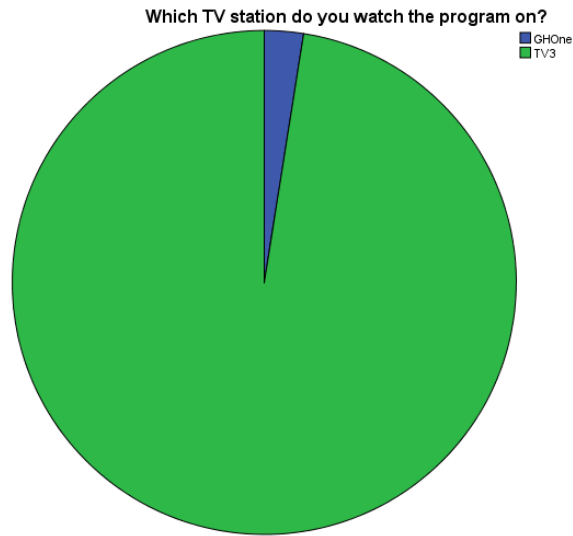
Source: Field Data, 2021

4.2.3 Table 6: Which TV station do you watch the program on?

TV Stations	Frequency	Percent	Valid Percent	Cumulative Percent
GHOne	5	2.5	2.5	2.5
Valid TV3	195	97.5	97.5	100.0
Total	200	100.0	100.0	

Respondents were asked to name the TV station on which the show is normally broadcast. This was also done to gather sufficient evidence of their comprehension of the Vodafone Healthline TV show. Only 2.5 percent of those polled stated they saw the episode on GH One TV, while 97.5 percent said they saw it on TV3. This outcome can be said to be a true picture of events because the latter episodes broadcast mostly on TV3 and GH One TV.

4.2.4 Figure 6: Which TV station do you watch the show on?



Source: Field Data, 2021

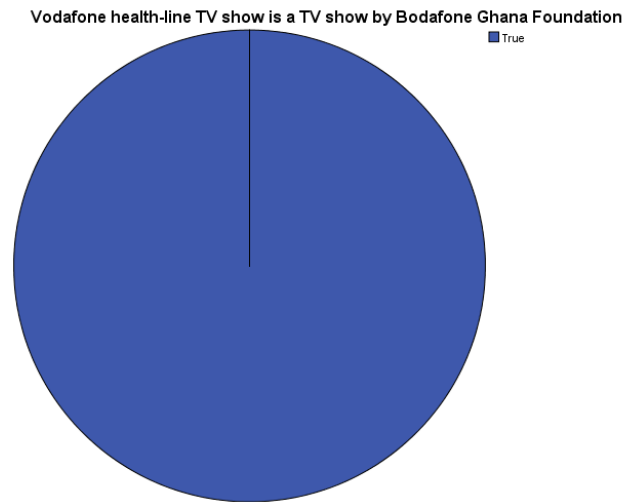
4.2.5 Table 8: Vodafone health-line TV show is a TV show by Vodafone Ghana Foundation

Vodafone health-line TV show is a TV show by Vodafone Ghana Foundation	Frequency	Percent	Valid Percent	Cumulative Percent
Valid True	200	100.0	100.0	100.0

Source: Field Data, 2021

The TV show is a project of the Vodafone Ghana Foundation, according to the replies. This is due to the fact that the Vodafone Ghana Foundation is the show's primary sponsor.

4.2.6 Figure 8: Vodafone health-line TV show is a TV show by Vodafone Ghana Foundation



Source: Field Data, 2021

4.2.7 Table 9: The TV show educate Ghanaians on health-related issues and also promote healthy lifestyle

The TV show educate Ghanaians on health-related issues and also promote healthy lifestyle	Frequency	Percent	Valid Percent	Cumulative Percent
Valid True	200	100.0	100.0	100.0

Source: Field Data, 2021

The distribution above shows that 100% of the respondents agree that the TV show is to educate Ghanaians on health-related issues and also promote healthy lifestyle.

4.2.8 Table 10: The TV show has supported many health-related activities within various communities

The TV show has supported many health-related activities within various communities	Frequency	Percent	Valid Percent	Cumulative Percent
Valid True	200	100.0	100.0	100.0

Source: Field Data, 2021

The remark that the TV show has supported various health-related initiatives in the communities was likewise unanimously agreed upon by respondents. This outcome is a true reflection of one of the TV show's functions, which is to encourage and promote health-related activities in various areas.

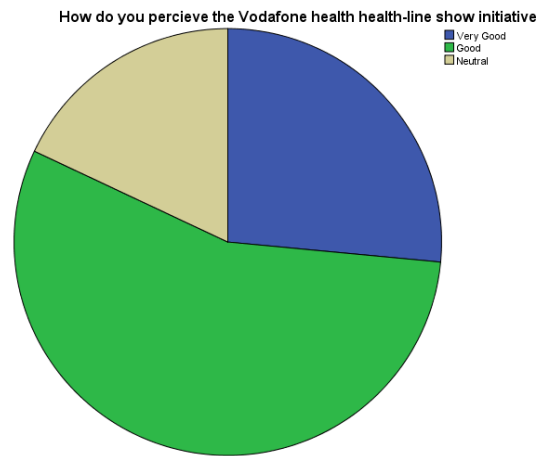
4.2.9 Table 11: How do you perceive the Vodafone health-line show initiative

How do you perceive the Vodafone health-line show initiative	Frequency	Percent	Valid Percent	Cumulative Percent
Very Good	53	26.5	26.5	26.5
Good	111	55.5	55.5	82.0
Neutral	36	18.0	18.0	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

Respondents were polled on their thoughts on Vodafone's health-line initiative. The TV show is either a good or a very good idea, according to 82 percent of respondents. Only 18% of those polled said they were neither agreeing nor disagreeing.

4.3 Figure11: How do you perceive the Vodafone health-line show initiative?



Source: Field Data, 2021

This chart shows that majority of the respondents perceive the Vodafone health-line initiative to be a good initiative.

4.3.1 Table 12: Describe how you think the show is helping society

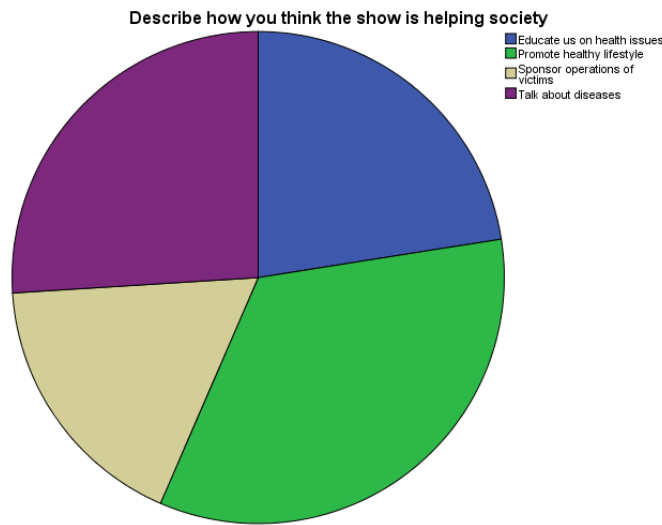
Describe how you think the show is helping society	Frequency	Percent	Valid Percent	Cumulative Percent
Educate us on health issues	45	22.5	22.5	22.5
Promote healthy lifestyle	68	34.0	34.0	56.5
Sponsor operations of victims	35	17.5	17.5	74.0
Talk about diseases	52	26.0	26.0	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

Respondents were asked about how they think the show is helping society. Respondents gave various examples on how they think the show is helping society. Their answers were grouped into

four main points. 22.5% of the respondents argued that the show educates the public on health related issues. 34% of the respondents also argued that the show is helping society by promoting healthy lifestyle. 17.5% also argued that the show is helping society by sponsoring some operations and 26% argued that the show helps throw more light on diseases and other sickness which is harming the citizens.

4.3.2 Figure 12: Describe how you think the show is helping society



Source: Field Data, 2021

These opinions expressed by respondents seems to be in line with the objectives of Vodafone Health-line TV show as stated in the literature review that the Vodafone Health-line TV show is to propagate health related issues through TV programs.

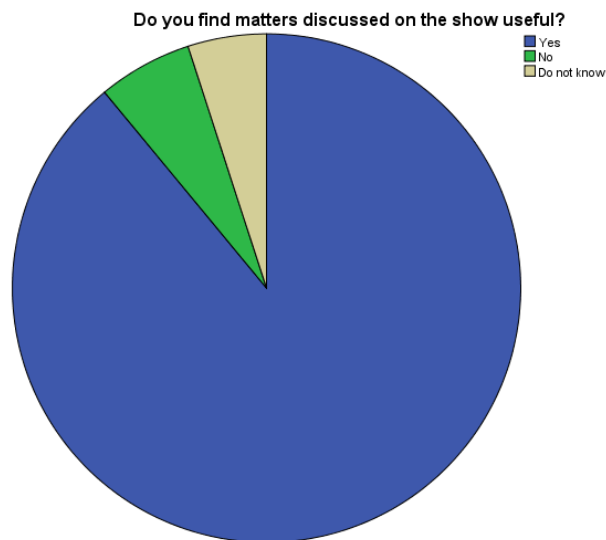
4.3.3 Table 13: Do you find matters discussed on the show useful?

Do you find matters discussed on the show useful?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	178	89.0	89.0	89.0
No	12	6.0	6.0	95.0
Do not know	10	5.0	5.0	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

The researcher followed up by asking respondents if they find the Vodafone health-line TV useful, and majority of the respondents (89%) said yes. 6% said they did not find the TV useful and 5% were indifferent.

4.3.4 Figure 13: Do you find matters discussed on the show useful?



Source: Field Data, 2021

This means that while majority of the respondents find the show very useful, some few respondents do not find it useful. For the reason that they think that matters discussed on the show does not necessary concern them most of the time.

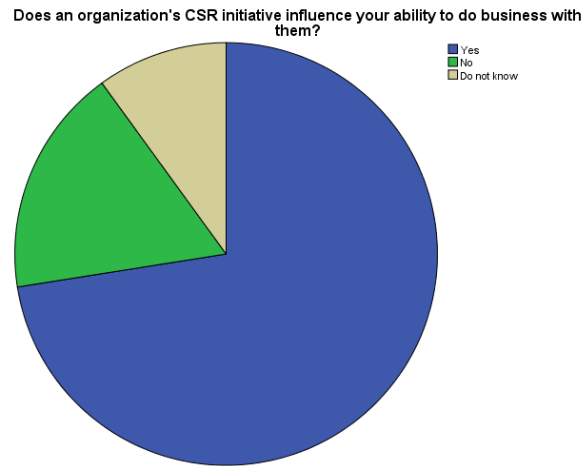
4.3.5 Table 14: Can an organization's CSR initiative influence your ability to do business with them?

Can an organization's CSR initiative influence your ability to do business with them?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	145	72.5	72.5	72.5
	No	35	17.5	17.5	90.0
	Do not know	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

Source: Field Data, 2021

Respondents were asked if an organizations’ CSR initiative can help influence their ability to do business with them. Majority (72.5%) of the respondents argued that an organizations’ CSR initiative can influence their ability to conduct business with them. 17.5% however said an organizations’ CSR initiative cannot influence their ability to do business with them.

4.3.6 Figure 14: Can an organization's CSR initiative influence your ability to do business with them?



Source: Field Data, 2021

This shows that CSR initiatives can help influence organization’s market performance and can also influence customers to conduct business with the organization. This findings seems to agree with the assertion of Van de Ven & Graafland (2006 cited by Egdom, 2015) that CSR effort have a long term progressive effect on the company’s financial outcomes and its status.

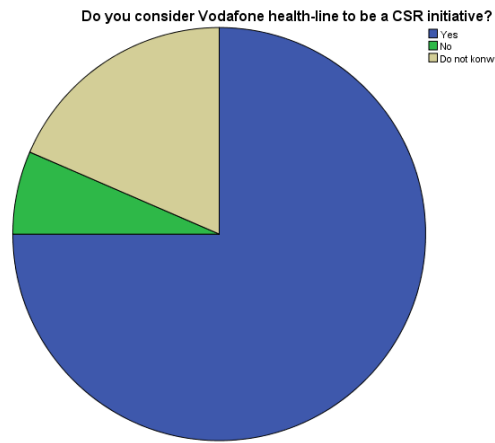
4.3.6 Table 16: Do you consider Vodafone health-line to be a CSR initiative?

Do you consider Vodafone health-line to be a CSR initiative?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	150	75.0	75.0	7
No	13	6.5	6.5	81.5
Do not know	37	18.5	18.5	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

Respondents were asked if they consider Vodafone health-line to be a CSR initiative and 75% of them said Yes while 6 % said NO. The rest of the 18% argued that they do not know. This question was asked to gather info on respondent's perception about what they thought the show was before moving forward.

4.3.7 Figure 16: Do you consider Vodafone health-line to be a CSR initiative?



Source: Field Data, 2021

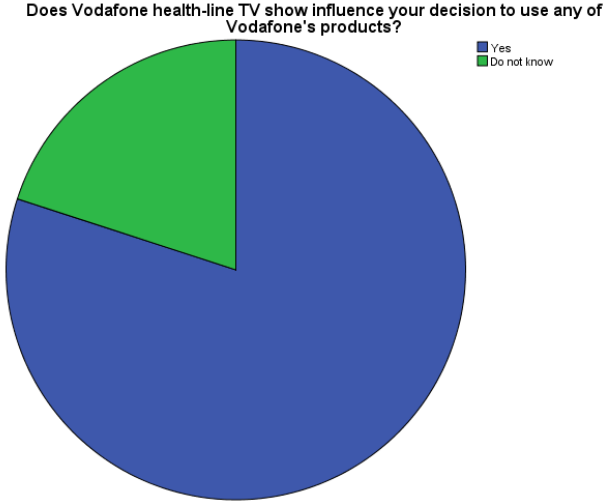
4.3.8 Table 17: Does Vodafone health-line TV show influence your decision to use any of Vodafone's products?

Does Vodafone health-line TV show influence your decision to use any of Vodafone's products?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	160	80.0	80.0	80.0
	No	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Source: Field Data, 2021

The researcher asked respondents if Vodafone health-line TV show influence their decision to use any of Vodafone’s products, majority (80%) of the respondents said Yes but 20% of the respondents however said No.

4.3.9 Figure: 17: Does Vodafone health-line TV show influence your decision to use any of Vodafone's products?



Source: Field Data, 2021

This means that most of the respondents agreed that the TV show have influence on their decision to use Vodafone products. This question is a follow up of our earlier question whether a CSR initiative can influence respondent’s ability to do business with them. This question was directed specifically at the show and Vodafone. The responds corroborates with earlier responds from respondents at table 15.

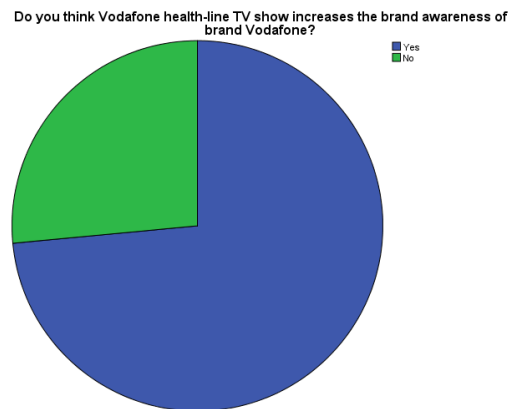
4.3.9 Table 18: Do you think Vodafone health-line TV show increases the brand awareness of brand Vodafone?

Do you think Vodafone health-line TV show increases the brand awareness of brand Vodafone?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	73.5	73.5	73.5
	No	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

Source: Field Data, 2021

Respondents were asked if they thought Vodafone health-line TV show help increase Vodafone’s brand awareness. 73.5 % of the respondents said they believe that the health-line TV show help increases the brand awareness of Vodafone and 26.5% of the respondent also disagreed.

Figure 18: Do you think Vodafone health-line TV show increases the brand awareness of brand Vodafone?



Source: Field Data

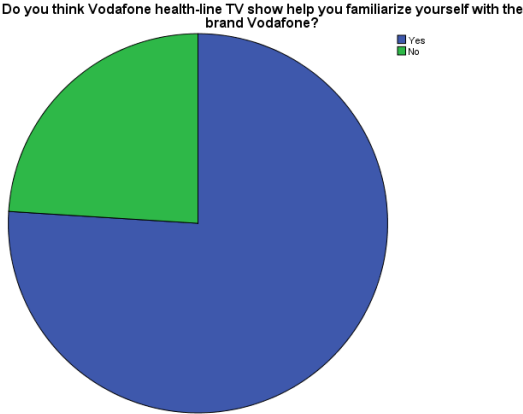
This result is in line with Arendt & Brette’s (2010) argument that CSR has the ability to influence the brand awareness and also create an attractive corporate image.

4.4 Table 19: Do you think Vodafone health-line TV show helps you familiarize yourself with the brand Vodafone?

Do you think Vodafone health-line TV show helps you familiarize yourself with the brand Vodafone?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	152	76.0	76.0	76.0
	No	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

The researcher asked as a follow up on the question relating with brand awareness. The researcher wanted to know if Vodafone health-line TV show help respondents increase their knowledge on Vodafone and their activities. 76% of the respondents agreed that YES Vodafone health-line help them familiarize themselves with the brand. 26% of the respondents however disagreed.

4.4.1 Figure 19: Do you think Vodafone health-line TV show helps you familiarize yourself with the brand Vodafone?



Source: Field Data, 2021

This is mainly because the show also serves as a free commercial output for Vodafone. The show is also an output for public education on Vodafone products and its services.

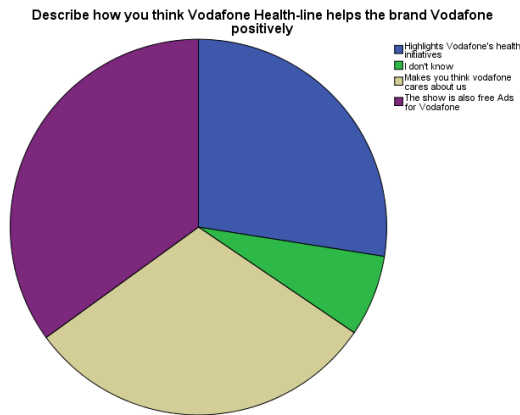
4.4.2 Table 20: Describe how you think Vodafone Health-line helps the brand Vodafone positively

Describe how you think Vodafone Health-line helps the brand Vodafone positively	Frequency	Percent	Valid Percent	Cumulative Percent
Highlights Vodafone's health initiatives	55	27.5	27.5	27.5
I don't know	14	7.0	7.0	34.5
Valid Makes you think Vodafone cares about us	61	30.5	30.5	65.0
The show is also free Ads for Vodafone	70	35.0	35.0	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

Respondents were asked to explain how they believe the TV show benefits Vodafone's brand. This question encouraged respondents to respond in their own words to the question. The researcher then categorized and examined the responses. The presentation, according to 35% of respondents, benefits Vodafone's brand by providing free commercials.

4.4.3 Figure 20: Describe how you think Vodafone Health-line helps the brand Vodafone positively



Source: Field Data, 2021

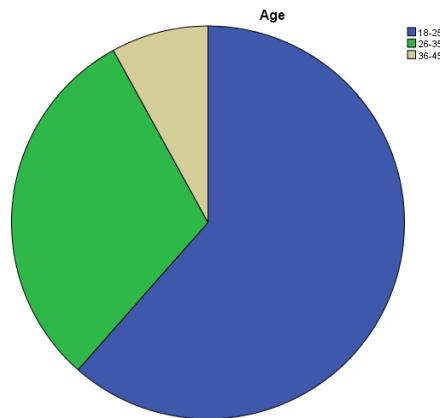
30.5 percent of those polled said the show makes them feel as if Vodafone cared about them. The presentation, according to 27.5 percent of respondents, serves to promote Vodafone's health initiatives, which benefits the Vodafone brand. 7 percent of those polled claimed they had no idea.

4.4.4 Table 21: Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	123	61.5	61.5	61.5
26-35	61	30.5	30.5	92.0
36-45	16	8.0	8.0	100.0
Total	200	100.0	100.0	

The age range of respondents was between 18 – 45 years. Respondents were spread across three age groupings. The age groupings are 18-25, 26-35 and 36-45 creating an interval of 9. 61.5% of the respondents were within 18-25 years group. 30.5% were within the 26-35 year group and 8% were within the 36-45 year group.

4.4.4 Figure 21: Age



Source: Field Data, 2021

The bulk of the respondents (92%) were between the ages of 18 and 35, according to the findings. Only a small percentage of respondents were between the ages of 36 and 45. Despite the fact that the questionnaire's age range was 18-56, none of the responders were over 45. This is due to the fact that most young people are more receptive than considerably older ones.

4.4.5 Table 22: Sex

Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	115	57.5	57.5	57.5
Valid Female	85	42.5	42.5	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

The results from the distribution show that majority of respondents are male representing 57.5% of the sample size. Female respondents however represented 42.5% of the entire sample size. This is because majority of the respondents who were willing to fill out the questionnaire were males.

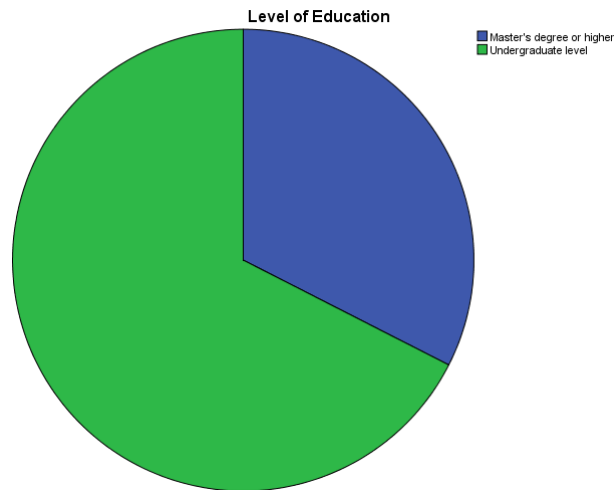
4.4.6 Table 23: Level of Education

Level of Education	Frequency	Percent	Valid Percent	Cumulative Percent
Master's degree or higher	65	32.5	32.5	32.5
Valid Undergraduate level	135	67.5	67.5	100.0
Total	200	100.0	100.0	

Source: Field Data, 2021

According to the results of the administered online survey, all of the respondents were either undergraduates or master's students. 67.5 percent of respondents indicated they had a bachelor's degree, while 32.5 percent said they had a master's or higher degree, which explains why respondents had extensive understanding of CSR and related activities.

4.4.6 Figure 23: Level of Education



Source: Field Data, 2021

4.4.7 Chapter Summary

The data were evaluated and discussed in respect to the study question in this chapter. Following the investigation, it was determined that male respondents made up the majority of the respondents. Respondents had a broad understanding of what CSR is and expressed satisfaction with the Vodafone health-line TV show. The Vodafone health-line show, according to respondents, helps the brand's reputation since it generates a positive impression of Vodafone's Healthline initiative and helps foster a positive relationship between the brand and the public. Respondents also agreed that helping to promote Vodafone's brand and increasing Vodafone's brand awareness is beneficial. The findings of the study are discussed in the next chapter in relation to the study's objectives. This part included a summary of the main findings as well as answers to the research questions.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION.

5.0 Introduction

This is the last chapter of the study. This chapter summarizes the major findings of the study in accordance with the research objectives. The chapter also discussed the limitation of the study and provides some recommendation.

5.1 Summary of Findings and Discussions

5.1.2 How Vodafone health-line promote Vodafone CSR activities.

The first two sections of the questionnaire were aimed to uncover respondents' comprehension of CSR and their familiarity with the Vodafone health-line TV show. The notion of CSR was well-understood by the respondents. Respondents were asked to define CSR using a Likert model series of statements and definitions provided by authorities. For instance, 94 percent of respondents agreed strongly or very strongly with the statement that CSR is a company's desire to do business in an ethical and socially responsible manner (Tai and Chuang, 2014). 75 percent of respondents agreed strongly or very strongly with Geva's (2008) argument that CSR is an organization's responsibility to improve the environment's quality of life. Carroll (1991), who similarly contended that CSR goes beyond volunteering and charity, received 90% agreement or strong agreement from the respondents. The views expressed by respondents in this study confirm those of Babiak & Trendalova (2011) and Torugsa et al (2013), who all asserted that the scope of CSR has broadened, encompassing cooperation, excellent relationships, and environmental protection.

These findings show that respondents have at least a basic comprehension of CSR and its components. Because 90% of respondents agreed or strongly agreed that CSR isn't just about handing out handouts to citizens, and because 90% of respondents agreed or strongly agreed that CSR is about making life better for the environment, as well as an organization's ability to behave ethically and socially responsibly. These findings also indicate that firms should begin reframing what they consider CSR, as public perceptions of CSR appear to have shifted.

The second portion of the survey asked respondents about their knowledge of the Vodafone health-line TV show as well as their opinions on how the show promotes Vodafone's CSR initiatives. The researcher used questionnaires to ask a series of questions, and the respondents responded with a flood of information. The first question under the second questioned if respondents were aware of the Vodafone health-line TV show, and all of the respondents (100%) stated they were. This suggests that all of our respondents are aware of the show, making it popular among them. As a follow-up question, respondents were asked which TV stations broadcast the show, and the replies were TV3 (97.5 percent) and GHOne TV (97.5 percent) (2.5 percent). Because TV has been a partner with Vodafone Health-line since 2011, these results can be said to reflect reality. GHOne, on the other hand, has been inconsistent in airing the show, with the majority of the episodes airing on TV3. The TV show is also broadcast on major media channels around the country, yet respondents do not appear to be aware of it. According to the findings of this survey, respondents are aware that the Vodafone health-line show promotes CSR initiatives.

5.1.2 Respondents' perception about the Show

The researcher inquired if the TV show was created as a result of the Vodafone Foundation's project, and respondents agreed that it was successful. This question was designed to assess respondents' knowledge of the TV show as well as their understanding of the show's relationship with the Vodafone Foundation. Respondents were asked again about their thoughts on the show, and the majority of them agreed that it is a worthy idea. A follow-up question allowed respondents to describe how they thought the show was benefiting society in their own words. The show, according to 22.5 percent of respondents, educates the public about health issues. In addition, 34% of those polled believe the show benefits society by encouraging people to live healthier lifestyles. 17.5 percent also claimed that the show benefits society by supporting certain operations, while 26% claimed that the show serves to raise awareness about diseases and other illnesses that impact citizens. The show is useful, according to the respondents. Customers consider the Vodafone health-line TV show to be an excellent show that helps them talk about health-related topics, according to these findings. Because of the excellent response to the show and its association with Vodafone, Vodafone is likely to have a positive reputation among residents as a result of it. McWilliams (2000); Klassen & McLaughlin, (2006); Cheruiyot, (2010); Dodas (2015).

5.1.3 Vodafone Health line TV show and its influence on Vodafone's Brand awareness

Respondents were asked if a company's CSR initiative can influence their ability to conduct business with them, based on their knowledge of CSR. A follow-up question asked if Vodafone's health-line should be regarded a CSR activity, and 72.5 percent replied yes and 17.5 percent said no. Seventy-five percent of those polled replied yes, while only 6.5 percent said no. The remaining

18.5 percent stated they had no idea. If the Vodafone health-line TV show influenced their decision to use or acquire any Vodafone product or service, respondents were questioned. Eighty percent of those polled replied yes, while twenty percent said no. When asked explicitly if the Vodafone health-line TV show helps to increase brand identification, 73.5 percent said yes, while 26.5 percent said no. Respondents were asked to describe how they believe the Vodafone health-line contributes to the positive perception of the Vodafone brand, and the majority of the responses indicated that the TV show makes them believe Vodafone cares about them; some also argued that the TV show highlights Vodafone's health initiatives. The majority of respondents (35%) believe that the event benefits the Vodafone brand since it provides free advertising.

The findings from this section support Pomeroy & Johnson (2009), Vazifehdoust et al (2014), Lai et al (2015), and Esmailpour & Barjoei (2016) claims on CSR, corporate image, and brand awareness. According to the findings, respondents believe that TV shows help market the Vodafone brand in a positive light, much like Arendt and Brettel (2010) believe that CSR can boost the attractiveness of a company's image. Respondents also claimed that the television had the power to impact their choice of Vodafone products and services. This finding supports findings from Pomeroy & Johnson (2009), Vazifehdoust et al (2014), who argued that CSR has an impact on company image, brand loyalty, and customer satisfaction, and Lai et al (2015), who extended that argument by claiming that CSR activities affectively influence brand equity and brand awareness in the long run.

5.2 Limitations of the Study

The study was an experimental one, with the goal of learning more about the audience's perceptions of the Vodafone health-line TV show, as well as how the show contributes to increased brand awareness for Vodafone.

1. The study's time frame was the limiting aspect in terms of its extent. This explains why just 200 people took part in the study. However, 200 participants is considered positive for a project of this kind, especially considering the researcher's limited resources.
2. Due to the shortage of time and resources convenient sampling technique was used. The researcher also admits that a sample size of 200 is insufficient for a perception study. A greater sample size, according to the study, could have resulted in a more accurate finding. It was difficult to make any generalizations based on the study's findings due to the small sample size.
3. Obtaining literature on the topic of study, particularly on local content, was also problematic. Any study requires a thorough evaluation of the literature. The research's scope is determined by the literature review. It was quite difficult for the researcher to obtain local research on CSR and brand awareness in Ghana. This made it difficult for the researcher to furnish sufficient instances in the Ghanaian context.

5.3 Recommendation

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

1. Organizations should invest more in their CSR projects and think of innovative ways to improve society.
2. CSR should not be a one-time endeavor, but rather a lifelong concept that can have a positive social impact and benefit society in the long run.
3. Because CSR has the potential to influence brand recognition, which could contribute to brand equity, it's critical that businesses take CSR activities seriously. After all, any business puts itself out there and exposes itself to public scrutiny.

REFERENCE

- Aaker, D.A. (1996) Measuring brand equity across products and markets. *California management review*, 38(3): 102-120.
- Amponsah-Tawiah, K. and K. Dartey-Baah (2011) "Corporate Social Responsibility in Ghana. *International Journal of Business and Social Science*, 2(17), p. 107-112.
- Amponsah-Tawiah, K. & Mensah, J. (2015). Exploring the link between corporate social responsibility and health and safety in the mines. *Journal of Global Responsibility*, 6(1), 65-79
- Amao, O. (2008). Corporate Social Responsibility Multinational Corporations and the Law in Nigeria: Controlling Multinationals in Host States. *Journal of African Law*. 52(1)
- Arendt and Brettel, (2010) Understanding the influence of corporate social responsibility on corporate identity, image, and firm performance. *Manag. Decis.*, 48 (10), pp. 1469-1492
- Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, 39(7-8), 910–925. Retrieved from <https://doi.org/10.1108/03090560510601833>
- Baker, M. (2008). Corporate Social Responsibility-What does it mean? Retrieved from <http://www.mallenbaker.net/csr/definition.php>
- Baloglu, S. & Brinberg, D. (1997) Affective Image of Tourism Destinations. *Journal of Travel Research*.
- Brammer, S., & Millington, A. (2005). Corporate reputation and philanthropy: An empirical analysis. *Journal of business ethics*, 61(1), 29-44.
- Brønne, P. S., & Vrioni, A. B. (2001). Corporate social responsibility and cause-related marketing: an overview. *International journal of Advertising*, 20(2), 207-222.
- Brown, T J, and P A. Dacin (1997). The company and the product: Corporate associations and consumer product responses. *The Journal of Marketing*, 68-84.

- Carroll, A. B. (1979). A three-dimensional conceptual model of corporate performance. *The Academy of Management Review*, 4(4), 497–505.
- Carroll, A. B., & Shabana, K. M. (2010). The business cases for corporate social responsibility: a review of concepts, research and practice. *International Journal of Management Reviews*, 12, 85–105.
- Chomvilaluk, R. & Bitcher, K., (2010), Enhancing brand preference through corporate social responsibility initiatives in the THAI BANKING SECTOR: *Journal of Marketing and Logistics*, 22(3), 397-18
- Esmailpour, M., Barjoei, S. (2016). The Impact of Corporate Social Responsibility on Brand Equity. *European Journal of Social Sciences*, 8(3), 56–66.
- Edmans, A. (2012). The link between job satisfaction and firm value, with implications for corporate social responsibility. *The Academy of Management Perspectives*, 26(4), 1-19.
- Ellen P S, Webb D J, Mohr L A. (2006). Building corporate associations: Consumer attributions for corporate socially responsible programs. *Journal of the Academy of Marketing Science*, 34(2), 147-157
- Friedman, M. (1962). *Capitalism and freedom*. Chicago: University of Chicago Press.
- Ferreira, A., Daniela, A., Goncalves, M., & de Faria, M.D., (2010), Corporate social responsibility and consumers' perception of price: *Journal of Social Responsibility*. 6 (2), 208-221
- Garriga, E., & Melé, D. (2004). Corporate social responsibility Theories: Mapping the territory social responsibility corporate theories. *Journal of Business Ethics*, 53(1/2), 51–71. Doi: 10.1787/9789264122352-de
- Geva, A (2008) Three Models of Corporate Social Responsibility: Interrelationships between Theory, Research, and Practice. *Business and Society Review* 113(1): 1-41
- Gołaszewska-Kaczan, U. (2009), *Zaangażowanie społeczne przedsiębiorstwa*, Wydawnictwo Uniwersytetu w Białymstoku, Białystok.
- Huang, C. (2017) *The Study of the relationship between brand image and CSR purchasing behavior*. Thesis. ISCTE Business School.

- Hillestand, T., Xie, CH., & Haugland, S.A., (2010), The influence of cultural value on perceptions of corporate social of Business Ethics, 91, 485-5
- Hoeffler, S., & Keller, K. L. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing*, 21(1), 78-89.
- Hsu, K. (2012), “The advertising effect of corporate social responsibility on corporate reputation and brand equity: Evidence from the life insurance industry in Taiwan”, *Journal of Business Ethics*, 109(2), 189-201.
- Hur, W. M., Kim, H., & Woo, J. (2014). How CSR leads to corporate brand equity: Mediating mechanisms of corporate brand credibility and reputation. *Journal of Business Ethics*, 125(1), 75-86.
- Husted, B. W. (2005). Risk management, real options, corporate social responsibility. *Journal of Business Ethics*, 60(2), 175-183.
- Iqbal, F. Qureshi, R. A., Shahid, N. & Khalid, B. (2013) Impact of Corporate Social Responsibility (CSR) on Brand Equity. *ResearchGate*, Retrieved from <https://www.researchgate.net/publication/261993689>
- Irshad, A., Rahim, A., Khan, M. F., & Khan, M. M. (2017). The Impact of Corporate Social Responsibility on Customer Satisfaction and Customer Loyalty, Moderating Effect of Corporate Image. *City University Research Journal*, 63–73.
- Ismail, M (2009) corporate social responsibility and its role in community development: An international perspective. *Political Science*
- Keller, K.L. (1993) Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing*, 1-22.
- Keller, L.K. (2007). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Essex: Pearson Prentice Hall.
- Khanifar, H., Nazari, K., Emami, M., & Soltani, H. A. (2012). Impacts corporate social responsibility activities on company financial performance. *Interdisciplinary Journal of Contemporary Research in Business*, 3(9).

- Kim, J.B., Kwak, G., & Koo, Y.E., (2010), the influence of cultural value on perception of corporate social responsibility: application of Hofstede's dimensions to Korea public relations practitioners: *journal of Business Ethics*, 91, 485-500
- Kim, J.B., Kwak, G., & Koo, (2010), A note on corporate social responsibility (CSR) in city branding and design of the Asian journal on Quality, 11(3), 251-265
- Liao, Y.K, Wu, W.Y, Amaya Rivas, A. A., & Ju, T. L. (2016). Cognitive, experiential, and marketing factors mediate the effect of brand personality on brand equity. *Social Behavior and Personality*, 45(1), 1–18.
- Lozano, J.M., (2008), CSR or RSC? (Beyond the Humpty Dumpty syndrome): *journal of society and Business Review*,3(3),191-206
- Lu, J., Ren, L, Zhang, C., Wang, C, Shahid, Z., & Streimikis, J. (2020). The Influence of a Firm's CSR Initiatives on Brand Loyalty and Brand Image. *Journal of Competitiveness*, 12(2), 106–124. <https://doi.org/10.7441/joc.2020.02.07>
- Manne, H & Wallach, C (1973) the Modern Corporation and Social Responsibility. *American Enterprise Institute for Public Policy*
- Marom, I. Y. (2006). Toward a unified theory of the CSP–CFP link. *Journal of Business Ethics*, 67: 191-200
- Moir, L. (2001). What is Corporate Social Responsibility? Corporate mean by Governance
- Mahoney, L. S., & Thorne, L. (2005). Corporate social responsibility and long-term compensation: Evidence from Canada. *Journal of Business Ethics*, 57(3), 241-253.
- McGuire, J., Dow, S., & Arghyd, K. (2003).CEO incentives and corporate social performance. *Journal of Business Ethics*, 45(4), 341-359.
- Melo, T, Galan J I. (2011).Effects of corporate social responsibility on brand value. *Journal of Brand Management*, 18(6), 423-437.

- Murray, Keith B., and Christine M. Vogel (1997). "Using a hierarchy-of-effects approach to gauge the effectiveness of corporate social responsibility to generate goodwill toward the firm: Financial versus nonfinancial impacts." *Journal of Business Research* 38.2, 141-159.
- Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*. 35, 45-72.
- Moon, J. (2002). The Social Responsibility of Business and New Governance. *Government and Opposition*, 37(3), 385-408.
- Mohr, L.A. & Webb, D.J., (2005), The effects of corporate social responsibility and price on consumer responses: *Journal of Consumer Affairs*, 39, 121-7
- Nan, X., & Heo, K. (2007). Consumer responses to corporate social responsibility (CSR) initiatives: Examining the role of brand-cause fit in cause-related marketing. *Journal of Advertising*, 36(2), 63-74.
- Ottman, A.J. (2011). *The new rules of green marketing: Strategies, tools and inspiration for sustainable branding*, San Francisco: Berrett-Koehler Publisher, Inc.
- Popoli, P., (2011). Linking CSR strategy and brand image Different approaches in local and global markets. *Marketing Theory*, 11(4): 419-433.
- Pomeroy, A. & Johnson, L. W. (2009) advertising corporate social responsibility initiatives to communicate corporate image: Inhibiting skepticism to enhance persuasion. *Corporate Communications: An International Journal*. 14(4)
- Perry, P., Towers, N. (2013), "Conceptual Framework Development for CSR Implementation in Fashion Supply Chains", *International Journal of Physical Distribution & Logistics Management*, 43 (5/6) pp. 478-500
- Porter, M. E., & Kramer, M. R. (2002). The competitive advantage of corporate philanthropy. . *Harvard Business Review*, December, 57-68.
- Rangan, K., Chase, L. A., Karim, S. (2012) *why every company needs a CSR Strategy and how to build it*. Business Research for Business Leaders. Harvard Business School.

- Russo, M. V., & Fouts, P. A. (1997). A resource-based perspective on corporate environmental performance and profitability. *Academy of Management Journal*, 40(3), 534-559.
- Sen, S., and C B. Bhattacharya (2001) Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of marketing Research*, 38(2), 225-243.
- Sharma, S., & Vredenburg, H. (1998). Proactive corporate environmental strategy and the development of competitively valuable organizational capabilities. *Strategic management journal*, 729-753.
- Singh, J., Sanchez, M. S. and Bosque, I. R. (2008) Understanding corporate social responsibility and product perceptions in consumer markets: a cross-cultural evaluation. *Journal of Business Ethics*. 80, 597–611.
- Sharma, R., & Jain, V. (2019). CSR, Trust, Brand Loyalty, and Brand Equity: Empirical Evidences from Sportswear Industry in the NCR Region of India. *Metamorphosis: A Journal of Management Research*, 18 (1), 57–67.
<https://doi.org/10.1177/0972622519853158>
- Sokro, E. & Agbola, R. M (2016) The impact of corporate social responsibility performance on customer loyalty: Evidence from Ghana. *Global Journal of Business Research*. 10(4) pp. 67-82
- Tian, Zhilong, Rui Wang, and Wen Yang. (2011) "Consumer responses to corporate social responsibility (CSR) in China." *Journal of business ethics* 101. Pp197-212.
- Tuzzolino, F., & Armandi, B. R. (1981). A need-hierarchy framework for assessing corporate social responsibility. *Academy of Management Review*, 6(1), 21-28.
- Torres, A., Bijmolt, T. H., Tribó, J. A., & Verhoef, P. (2012). Generating global brand equity through corporate social responsibility to key stakeholders. *International Journal of Research in Marketing*, 29(1), 13-24.
- Trong Tuan, L. (2012). Corporate social responsibility, leadership, and brand equity in healthcare service. *Social Responsibility Journal*, 8(3), 347-362.
- Trudel, R. and J. Cotte (2009). Does it pay to be good. *MIT Sloan Management Review*, 50(2): 61-68.

- Venkatraman, N., & Ramanujam, V. (1987). Measurement of business economic performance: An examination of method convergence. *Journal of Management*, 13(1), 109–122.
- Vallaster, C., A. Lindgreen, and F. Maon (2012). Strategically leveraging corporate social responsibility: a corporate branding perspective, *California Management Review*, 54(3), 34-60.
- Waddock, Sandra A., and Samuel B. Graves (1997). "The corporate social performance-financial performance link." *Strategic Management Journal*, 303-319.
- Yoon, Y, Z, Gürhan-Canli, and N. Schwarz (2006). The effect of corporate social responsibility (CSR) activities on companies with bad reputations. *Journal of Consumer Psychology*, 16(4), 377-390
- Zerk, J. A. (2006). Multinationals and corporate social responsibility: limitations and opportunities in international law.

APPENDIX

SAMPLE QUESTIONNAIRE

I am a MA student of the Ghana Institute of Journalism (GIJ) currently reading Public Relations. In partial fulfilment of the requirement for this degree, I am undertaking a study on *the influence of CSR on brand awareness using Vodafone Health-line TV show as a case*. I would appreciate it if you could fill out this questionnaire. All responses provided will strictly be used for academic purposes and under no circumstance will your identity, or the responses provided, be compromised

Part One: Understanding of the concept of CSR

This section aims to evaluate the public perception and their understanding of the concept of CSR.

The following are statements to evaluate your understanding of the concept of CSR. After the statement are possible options showcasing the level of agreement with these statements. Choose your level of agreement with each statement below.

1. CSR is a company's will to carry out its business activities in an ethically and socially responsible way.
 - a. Strongly disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly Agree

2. CRS is an organizations' obligation to make life better for the environment in which it operates.
 - a. Strongly disagree
 - b. Disagree
 - c. Neutral
 - d. Agree

- e. Strongly Agree
3. The concept of CSR goes beyond volunteering and Charity.
 - a) Strongly disagree
 - b) Disagree
 - c) Neutral
 - d) Agree
 - e) Strongly Agree

 4. CSR can be defined as a concept where social and environmental policies are integrated into organizations' philosophies
 - a) Strongly disagree
 - b) Disagree
 - c) Neutral
 - d) Agree
 - e) Strongly Agree

Part Two: Knowledge on Vodafone health-line TV Show

5. Do you know about the Vodafone health-line TV show?
 - a. Yes
 - b. No
 - c. Do not know

6. Which TV Stations do you watch the program on?
 - a. GHOne
 - b. TV3
 - c. DGN
 - d. Metro
 - e. GTV
 - f. Others, Specify

7. Vodafone health-line TV show is a TV show by Vodafone Ghana Foundation

- a. True
 - b. False
 - c. Do not know
8. Vodafone health-line TV show is a TV show that educate Ghanaians on health-related issues and also promote healthy lifestyle
- a. True
 - b. False
 - c. Do not know
9. Vodafone health-line TV show has supported many health related activities within various communities.
- a. True
 - b. False
 - c. Do not know

Part Three: Respondents Perception about the Vodafone health-line show

10. How do you perceive the Vodafone health-line show initiative?

- a. Very Good
- b. Good
- c. Neutral
- d. Bad
- e. Very bad

11. In one sentence, describe how you think the show is helping society

.....

12. Do you find matters discussed on the show useful?

- a. Yes
- b. No
- c. Do not know

Part: Four: Vodafone Health-line TV show and its influence on Vodafone's brand awareness

13. Does an organizations CSR initiative influence your ability to do business with them?

- a. Yes
- b. No
- c. Do not know

14. Per your knowledge about CSR, do you consider Vodafone health-line to be a CSR initiative?

- a. Yes
- b. No
- c. Do not know

15. Does Vodafone health-line TV show influence your decision to use any of Vodafone products?

- a. Yes
- b. No
- c. Do not know

16. Do you think Vodafone Health-line TV show increase the brand awareness of the brand?

- a. Yes
- b. No
- c. Do not know

17. Does watching Vodafone Health-line TV show help you familiarize yourself with the Vodafone brand?

- a. Yes
- b. No
- c. Do not know

18. In one sentence describe how you think Vodafone health-line TV show helps the Vodafone brand positively.

.....

Part Five: Demographic Information

19. Age

- a) 18-25
- b) 26-35
- c) 36-45
- d) 46-55
- e) Above 56

20. Sex

- a. Male
- b. Female
- c. others, Specify

21. Level of education

- a) Master's degree or higher
- b) Undergraduate level
- c) High school education
- d) Primary education
- e) No school education