

GHANA INSTITUTE OF JOURNALISM



**CORPORATE SOCIAL RESPONSIBILITY AND BRANDING: THE GHANAIAN
PERSPECTIVE**

BY

**HARRIET NANA YAA OPOKU
(MADC18098)**

**A DISSERTATION SUBMITTED TO THE GHANA INSTITUTE OF JOURNALISM
ACCRA, IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF A MASTER OF ARTS DEGREE IN DEVELOPMENT
COMMUNICATION**

OCTOBER 2019

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DECLARATION

CANDIDATE’S DECLARATION

I hereby declare that the work presented in this project entitled, “Corporate Social Responsibility and Branding: The Ghanaian Perspective”, Submitted in partial fulfilment for the award of Masters of Arts in Development communication is a genuine record of my original work carried out under the rules of the school with all references duly acknowledged.

.....

.....

HARRIET N.Y. OPOKU

DATE

(MADC18098)

SUPERVISOR’S DECLARATION

This is to certify that Harriet N. Y. Opoku has undertaken and successfully completed this project work entitled, “Corporate Social Responsibility and Branding: The Ghanaian Perspective” under my supervision. This work is original and is being submitted in partial fulfilment for the award of Masters of Arts in Development Communication at the Ghana Institute of Journalism.

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.....

DR. LAWRENCIA AGYEPONG

DATE

(SUPERVISOR)

DEDICATION

I dedicate this dissertation to God Almighty, on whose mercies and guidance, I have been able to go through my course of study.

I also dedicate it to my husband, Isaac Adusu, brothers, sister, friends, and classmates who advised and encouraged me.

And lastly, I wholeheartedly dedicate this to my beloved late parents, strong and gentle souls who taught me to trust in God and believe in hard work. All of these, I offer to you.

ACKNOWLEDGMENT

My first and most important appreciation goes to Almighty God for making this work a success. My sincere thanks go to my supervisor, Lawrencia Agyepong (PhD). Her invaluable contribution and insight helped greatly. I would like to express my special thanks of gratitude to my husband, Mr. Isaac Adusu, for his support, understanding and patience during the fieldwork and the write-up of this thesis. I wish to acknowledge the support and encouragements received from family and friends. God richly bless you all.

ABSTRACT

Corporate social responsibility is a concept practiced all over the world to ensure that businesses behave socially responsible in the communities in which they operate. Although there is no common shared definition of Corporate Social Responsibility (CSR), the underlying principle CSR is looking beyond maximizing profits and concentrate on satisfying the aspirations of stakeholders as well as how best they can contribute to addressing the environmental challenges within which they operate. The concept of corporate responsibility has gradually gained currency in Ghana and resulted in the launch of a national policy in 2016. However, many organizations in Ghana are yet to determine the impact of CSR on their brand image. The objective of this study was to explore the practice of corporate social responsibility in Ghana and how it affects brand image. The study employed the use of quantitative research design where questionnaire was administered to 200 people drawn from four key suburbs in Accra using stratified sampling technique.

The study showed that most respondents had knowledge on the practice of corporate social responsibility initiatives by some organisations. Key among the sectors where these initiatives are channelled were; education, health and the sports. Respondents indicated that it was extremely important for organisations to practice corporate social responsibility because it has a positive influence on brand image. Although majority of the respondents said a CSR initiative can influence their affection towards a brand, a few respondents said an initiative cannot influence their attitude towards a brand rather quality of service is always their reference point for purchases. It emerged that most respondents are willing to punish bad corporate citizens by switching to a competitive brand and reward good corporate citizens by staying loyal to the brand. Almost all respondents in the study expressed that corporate social responsibility

contributes to the development of the country as well as the financial performance and legitimacy of the business operations of each organisation.

The findings of the study indicate that corporate social responsibility can influence the affective, cognitive and conative attitude of consumers towards a brand which can lead the consumer to act favourably towards a brand. However, not all consumers are influenced by a CSR initiative. This means that although most consumers are likely to be influenced by organisations that act socially responsible, organisations should also focus of the delivery of quality products and services since not all consumers can be influenced by their CSR initiatives. The study recommended that organisations should make it a point to effectively communicate their CSR initiatives since that is the safest way for consumers to be aware of their good deeds in the community.

This study has been useful in providing information on the role of corporate social responsibility on brand image, and the extent to which the concept is practiced in Ghana. Further studies should be carried out on the income rates of organisations when they behave socially responsible and when they do not behave socially responsible.

Table of Contents

GHANA INSTITUTE OF JOURNALISM.....	1
CORPORATE SOCIAL RESPONSIBILITY AND BRANDING: THE GHANAIAN PERSPECTIVE	1
GHANA INSTITUTE OF JOURNALISM.....	2
CORPORATE SOCIAL RESPONSIBILITY AND BRANDING: THE GHANAIAN PERSPECTIVE	2
CHAPTER ONE	11
INTRODUCTION.....	11
1.0. Background of Study	11
1.0.1 Corporate Social Responsibility in Ghana.....	13
1.2 Problem Statement.....	14
1.3 Objectives of study.....	15
1.4 Research questions.....	15
1.5 Significance of the study.....	16
1.6 Scope and limitation of the study	16
1.7 Organization of the study.....	17
1.8 Summary	17
CHAPTER TWO	17
LITERATURE REVIEW AND THEORETICAL FRAMEWORK	17
2.1 Introduction.....	18
2.2.0 Economic Responsibilities of Business	23
2.2.1 Legal Responsibilities.....	25
2.2.2 Ethical and Philanthropic Responsibilities	25
2.3 Brand Image.....	26
CHAPTER THREE	41
RESEARCH METHODOLOGY	41
3.1 Introduction.....	41
3.2 Research Design.....	41
3.3 Study Population and Sample	42
3.4 Sampling Method.....	42
3.5 Data Collection Method	43

3.6	Instruments for Data Collection.....	43
3.7	Piloting.....	44
3.8	Data Presentation and Analysis	44
3.9	Ethical Considerations	45
3.10	Summary	46
	CHAPTER FOUR.....	47
	DATA PRESENTATION, ANALYSIS AND DISCUSSION.....	47
4.1.	Introduction	47
4.2.	Socio-Demographic Characteristics of Respondents	47
4.2.1.	Sex of Respondents	47
4.2.2	Level of Education of Respondents.....	48
4.2.3	Working Status of Respondents.....	48
4.3	Respondents Knowledge on Corporate Social Responsibility	49
4.4	Should Organisations Practice CSR?.....	50
4.5	Knowledge of CSR Activities by Organisations	52
4.6	Knowledge on CSR Initiatives	53
4.7	Initiative Enhance Brand Image	55
4.8	Good CSR Initiatives	56
4.9	Expectations of Good CSR Initiatives	58
4.10	Expectations Met or Not	58
4.11	Knowledge of Ghana National Policy Framework.....	59
4.12	CSR Initiative likely to Evoke Brand Affection	60
4.13	CSR Initiative Evoke Brand Affection.....	62
4.14	CSR and Brand Recommendation.....	64
4.15	Respondents switching from one Brand to Another	65
4.16	Conclusion	67
	CHAPTER FIVE	69
	SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	69
5.1.	Introduction	69
5.2.	Summary	69
5.3.	Findings	71
5.4	Conclusion	73

5.6 Recommendation	74
APPENDIX	80
CORPORATE SOCIAL RESPONSIBILITY AND BRANDING: THE GHANAIAN PERSPECTIVE	80

CHAPTER ONE

INTRODUCTION

1.0. Background of Study

The concept of Corporate Social Responsibility (CSR) has evolved over the years in its operational definition and scope of analysis towards both business and society. Thus, concept of CSR has no rigid universal guidelines for its practices and thus no rules for its implementation with the absence of shared common standard definition among researchers and

practitioners. According to Aguilera et al., (2006), the absence of a global guideline or parameters for the practice of CSR, has resulted in the varied practice among corporate entities. Nevertheless, the core principle of CSR is hinged on the symbiotic relationship between organizations and the societies within which they operate (Atugba et al., 2006). Bitang & Bridwell (2010) opined that the underlying principle CSR is looking beyond maximizing profits and concentrate on satisfying the aspirations of stakeholders as well as how best they can contribute to addressing the environmental challenges within which they operate.

Many writers have shared their views on the significant role CRS plays in building a better society in “today’s socially conscious market environment” (Du *et al.* 2010:8). They argued that the financial performance of business entity does not depend solely on its core business operations but ploughing back part of its profit into creating a better society (ibid). To this end, the World Business Council for Sustainable Development and Business for Social Responsibility advocates the need for businesses to integrate social and environmental concerns into their business operations (Smith 2003; as cited in Kurucz, Colbert and Wheeler, 2008).

According to Du, Bhattacharya & Sen, (2010; 8), CSR activities are a strategic way of garnering some form of affection towards a company or brand. The affection or favourable behaviour towards a brand can be in a form of “purchase seeking, employment, investing in the company among other activities which will inure to the benefit of the corporate organisation”. According to them, it is these reasons that companies over the years are increasingly devoting chunk of their resources to engage in innumerable socially responsible activities such as community development initiatives, environmental protection campaigns, gender parity campaigns, increased access to education among others (ibid).

According to Boafo and Kokuma (2015), the environment in which businesses operate is not independent of its missions or goals. They asserted that although businesses can “pursue short-term economic” activities without taking into account the environment in which they operate, “failure to account for long-term social and environmental impacts makes business practices unsustainable” (Boafo & Kokuma, 2015; 26). Becchetti (2010) as cited in (Bitang & Bridwell, 2010) viewed “CSR as a shift of focus from maximising shareholder value to the satisfaction of the interests of a broader set of primary or secondary stakeholders”. While activities of primary stakeholders can directly impact the operations of an organization, activities of secondary stakeholders do not have direct impact on organizations. (Davis & Frederick, 1984 as cited in Carroll & Shabana, 2010).

Swanson (1995 as cited in Crane et al., 2008) believed that organizations are encouraged to engage in CSR based on three main factors: First among these is the utilitarian factor; which suggests that business organisations can use CSR as a tool to maximize profits at all levels; The second factor termed as negative duty approach, explains how businesses use CSR to satisfy the interests of its stakeholders; The third factor which is the positive duty approach, looks at how organisations build their image or identity by behaving socially responsible. However, a study in six African countries on Corporate Social Responsibility in sub-Saharan Africa identified two major reasons why companies embark on CSR initiatives. The reasons as gathered by GTZ are to “improve business image” and for “socio-economic engagement” (German Technical Corporation, 2009; 25).

Boafo and Kokuma’s (2015) study on the impact of CSR on organisational performance, concludes that while CSR in developing countries have not reached its full potential, business

organisations in developed countries recognize the significance of running their business activities in a socially responsible manner. A study conducted in 2013 by Varkey Foundation and United Nations Educational Scientific and Cultural Organization (UNESCO) showed that corporations like IBM, Toyota Motor and Target between the years 2011 and 2013 spent \$144, \$84, \$95 million dollars respectively on education related CSR (United Nations Educational Scientific and Cultural Organization, 2015).

1.0.1 Corporate Social Responsibility in Ghana

In Ghana, Government's initiatives such as Golden Age of Business in 2005, and the creation of a Ministry of Business Development in 2017 with the aim of providing enabling environment to boost competition and build a vibrant private sector, have all contributed to the substantial growth of the private sector. In the wake of the above, good corporate governance and CSR is eminent (ibid).

In 2016, the government launched the national CSR policy underpinned by seven principles namely, "accountability, transparency, ethical behaviour, respect for stakeholders interests, respect for the rule of law principles, respect for international norms of behaviour and respect for human rights" (Business World, 2016). The policy also focuses on areas such as "poverty eradication, employment and decent work for all, sustainable agriculture, food security and nutrition, health and quality of life, education, gender equality and women's empowerment and sustainable infrastructure development" (ibid).

Over the years companies such as Vodafone Ghana, MTN Ghana, Tigo and the Volta River Authority (VRA) have contributed their quota to the development of CSR concept in Ghana.

VRA for instance, has continually provided support for communities under their Community Development Programme (CDP) under which communities affected by the Akosombo dam benefit from: youth training programmes, education, income-generating activities, social infrastructure and support for cultural activities (Volta River Authority, 2014).

1.2 Problem Statement

In this ever-competitive business environment, the goal of every organisation is to make financial gains and build effective mutually beneficial relationship with its shareholders at various levels. Latimore et al., (2004:15) observed that the current global security crisis and work-related injustices within the corporate industry, show that the “public reputation and posture of many organisations are in serious jeopardy”.

The concept of Corporate Social Responsibility according to researchers (Boafo and Kokuma, 2015; Du, Bhattacharya & Sen, 2010) can generate favourable responses from consumers towards a brand and eventually contribute to its sustainability. An academic research by Du, Bhattacharya and Sen (2010; 8) indicates that “key stakeholders such as consumers, employees and investors are increasingly likely to take actions to reward good corporate citizens and punish the bad ones”. Despite the increasing benefits associated with CSR, some companies are yet to appreciate the benefits of “Doing better at doing Good” and only see a CSR initiative as a drain on the finances of the company.

The uncertainty on the part of some corporate institutions on the extent to which a CSR initiative can create an affective, conative and cognitive response from stakeholders as well as potential stakeholders has made it challenging for the concept to adequately find its space in

the Ghanaian business environment. The issue at hand is therefore to let corporate organisations understand that having a CSR policy is not just about being socially responsible but also serves as a strategic means of building brand equity and that is why this study would be relevant to help corporate institutions to suggest solutions to answer these challenges.

1.3 Objectives of study

The main objective of the study is to assess public perception on the role Corporate Social Responsibility plays in brand image building. Specifically, the study seeks to achieve the following objectives:

1. Explore the practice of Corporate Social Responsibility in Ghana.
2. To investigate the knowledge of the public on Corporate Social Responsibility.
3. To explore whether Corporate Social Responsibility evokes brand loyalty

1.4 Research questions

In this study, an attempt would be made to answer the following questions:

1. Do organizations actively practice Corporate Social Responsibility in Ghana?
2. How does the public understand Corporate Social Responsibility?
3. Is a Corporate Social Responsibility initiative likely to evoke brand loyalty?

The questions above would first help the researcher to assess the status of corporate social responsibility practices in Ghana to be able to address the issues. Secondly, they will help to examine the level of understanding by the public to give appropriate recommendations from this study and thirdly, to ascertain the effectiveness of CSR on brand loyalty to help firms apply CSR effectively.

1.5 Significance of the study

This study contributes knowledge to corporate social responsibility practice in Ghana which has not been fully enforced and implemented despite the launch of a comprehensive national CSR policy. The study of the role of CSR in image building reveals how significant a CSR initiative is to the image of a brand. It serves as a motivation for each corporate institution to formulate and implement a CSR policy. The study is expected to ensure that: Corporate bodies will appreciate corporate social responsibility as part of a strategic business initiative. It will also enable organisations realise how CSR creates value and long-term return on investments (ROI). The study is intended to help organizations see the need to adhere to the tenets of the national CSR policy. Again, students and researchers who intend to study the role CSR play in image building have literature on the subject to analyse.

1.6 Scope and limitation of the study

The study is centred on what the general public understand by CSR, and how it grows or diminishes brand affection. Due to time constraints, and the unavailability of resource to expand the sample size, the researcher was not able to study all institutions that have CSR initiatives to assess its general impact on brand image building. The study could not delve into the relationship between sales and CSR and thus would be area that could contribute to our understanding of impact of CSR on sales and branding.

1.7 Organization of the study

This research work is organised into five chapters. Chapter one consists of the background of the study, statement of the problem, research questions, research objectives, significance of the study, limitations and general layout of the study. Chapter two provides a review of literature

relevant to the topic. Chapter three outlines the methodology of the study. Chapter four is the presentation, analysis and discussions of the findings. Chapter five constitutes the final chapter and provides summary, conclusions and recommendations of the study.

1.8 Summary

This chapter discussed the background of the study, the problem statement, the objectives, research questions, the significance of the study, the scope of the study, and the significance of the study. The next chapter is the literature review. It discusses various positions in the study area and looks at some theories that have been propounded by researchers such as (Perez & Rodriguez Del Bosque, 2014; Boafo and Kokuma, 2015; Du, Bhattacharya & Sen, 2010).

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter reviews studies on corporate social responsibility (CSR) worldwide and presents the components and different definitions of corporate responsibility. Reports on corporate social responsibility from journals, policy documents and books were reviewed together with the Ghana national corporate social responsibility (CSR) policy. The review was done based on the objectives of this study considering the following thematic areas: the practice of corporate social responsibility, brand image, corporate social responsibility and brand image.

2.2 The Concept of Corporate Social Responsibility

The concept of Corporate Social Responsibility has been conceptualized in many ways by different authors and scholars. According to Kashyap et al., (2011:53) “CSR refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society”. Also, Davis (1960:70) as cited in Carroll & Shabana (2010) defined social responsibility as "businessmen's decisions and actions taken for reasons at least partially beyond the firm's direct economic or technical interest". Existing researches indicate that the notion of corporate social responsibility existed before the 1950s. Although the 1950s was the year that kick-started all discussions on the concept, these discussions according to researchers were not comprehensive (ibid). William C. Frederick in his contribution to the development of the concept discussed three fundamental ideas that stood out in the 1950s. According to Frederick (2006) as cited in Carroll and Shabana (2010), these elementary ideas included the idea of the organization's manager as per “idea of the manager as a public trustee, the idea of balancing of competition with corporate resources, and finally, the idea of corporate.

Carroll and Shabana (2010) further illustrate that even though the significant developmental strides were made regarding the concept of Corporate Social Responsible in the 1950s, the conceptualization and practice of CSR did not see insurgence until the 1960s and beyond. It was around this time that scholars began to argue on the core benefits of CSR as having the potential to boost organizational profit and being requested by society.

The transition to the early 1980s saw the concept start to gain support as a possible business opportunity to create wealth. The rising interest in the concept of CSR has resulted in the establishment of organizations who are keen on supporting companies to practice sustainable

businesses (Carroll & Shabana, 2010). It has been argued that the endless debates and discussions at conferences, in the media, in journals and on blogs, about what corporate social responsibility stands for, can be attributed to the acute interest of stakeholders on the subject (ibid).

Throughout these years, the concept has attracted the undivided attention of policymakers, communication practitioners as well as academia on ways through which CSR can be applied as a strategic business tool for the mutual benefits of organizations and their stakeholders (Carroll & Shabana, 2010). As the core tenets of the concept constantly evolve in conceptualization and practice, it has attracted rival names by some scholars such as ‘corporate citizenship’ and ‘stakeholder management’. However, it is imperative to note that ‘Corporate Social Responsibility’ is still in popular and widely used across organizations in the world.

Since the inception of discussions regarding CSR began, numerous arguments in support of the idea as well as arguments against the concept have emerged (Carroll & Shabana, 2010). Milton Friedman (1962) is credited as the pacesetter for economic reasoning against the concept of CSR. Friedman held the view that “management has one responsibility and that is maximizing profits for its owners or shareholders” (Carroll & Shabana, 2010; 88). He further argued that problems relating to unresolved social problems do not fall at the doorstep of businesses but that of the “free market” (ibid). The crux of Friedman’s argument is that governments and legislations are the right channels to be used to solve social problems and not businesses as business organizations exist primarily to make profits. This is supported by Levitt (1958a) as cited in Carroll and Shabana (2010) who argue that businesses’ core responsibility is to maximize profit and therefore issues regarding social work are the responsibilities of governments.

A second argument against CSR suggests that since businesses are established with the fundamental aim of making profit, these businesses do not have the required skills to manage social activities (Davis, 1973 as cited in Carroll & Shabana, 2010). Thirdly, Hayek (1969) in Carroll and Shabana (2010) objects that the concept of CSR dilutes the primary purpose of the existence of businesses.

While most of these objections to CSR largely regard issues of economic and monetary power, Davis (1973) argues that there exists the issue of social power as well. According to him, the concept of CSR breeds the idea of entrusting social power into the hands of business organizations. This, however, is damaging to social order as businesses already possess economic power. Entrusting social power to them only adds to the wealth of their power. A fifth argument as espoused by Carroll and Shabana (2010) states that CSR tends to make businesses globally uncompetitive.

Meanwhile, arguments in favour of CSR commence with the view that businesses will do themselves big favours if they acted in a socially responsible manner. This argument holds that, if businesses are looking forward to have validity for smooth operations, then they need to act in ways that will guarantee the needed legitimacy for their long-term sustainability. A second argument in favour of CSR is that 'it will ward off government regulation'. This argument suggests that if businesses act socially responsible, there would be no need for the government to stretch its limited resources since policies of these businesses will adequately address social problems.

The other two further arguments in favour of CSR include ‘business has the resources’ and ‘let business try’. These two views point out that, because a business has a “reservoir of management, functional expertise and capital, and because so many others have tried and failed to solve social problems, business should be given the chance” (Carroll & Shabana, 2010:89). Another supportive argument for CSR holds that “acting is better than reacting”.

According to Carroll and Buchholtz (2009), firms will do themselves a lot of good and save time and resources if they are more proactive to social activities than simply reacting to social problems as and when they occur. This argument supports an observation made by Latimore et al., (2004). They maintain that when organisations behave in a “socially responsive and responsible manner, it helps prevent labour unrest and strikes, customer boycotts, environmental lawsuits, and random attacks by disaffected individuals and activist groups”. (Latimore et al., 2004:15).

Finally, arguments in support of CSR maintain that, businesses should engage in social responsibility because the public supports it. The public holds the view that businesses should combine the responsibility of pursuing profits with the welfare of its workers, communities and stakeholders even if it necessitates companies to sacrifice some profits (Bernstein, 2000).

Most of the arguments for and against the concept of corporate social responsibility have been made for decades now. These arguments have presented two different perspectives that are much needed for every concept to thrive. The CSR concept encompasses a wide range of economic, legal, ethical and philanthropic (discretionary) activities of business performance at a given point in time, without any hierarchic order (Carroll 1979; Carroll, 1991). Carroll’s four-part description of CSR is an expansion of the categories of CSR espoused by McGuire in 1963

as cited in Carrol and Shabana (2010). McGuire argued that the notion of social responsibility presumes that corporate organizations do not only have economic and legal commitments but also certain obligations to societies that transcend beyond these obligations.

Carroll (1979) was one of the first researchers who debated and had a big influence on the CSR concept. He claimed that the economic category was the most important within social responsibility, and the other three (legal, ethical and philanthropic responsibilities) were ranked respectively in order of decreasing importance. Carroll (1991) developed the most known and leading paradigm of CSR in the management field: The Pyramid of Corporate Social Responsibility (Carroll & Schwartz, 2003). To this day, Carroll's paradigm remains the most known within business (see Figure 1). The study discusses this paradigm in the next section.



Figure 1. The Pyramid of Corporate Social Responsibility model

Source: Carroll, 1991

2.2.0 Economic Responsibilities of Business

The most vital responsibility of all businesses is the economic responsibility where a business "produces goods and services that society desires and sell them at a profit" (Carroll, 1979; 500). Through this responsibility, businesses fulfil their economic mission in society. Nevertheless, Carroll (1991: 41) investigated the extent to which businesses are willing to pursue profits. He observed that the original fundamental principles on profits looked at "acceptable profits"; which later transformed into "profit maximization". The latter is a concept endorsed by the classical economic view led by Milton Friedman (1962). The classical economic view as cited in Carroll & Shabana (2010) states that there is only one social responsibility of business- to use its resources and engage in ventures meant to increase profits so long as it stays within the rules of the game, which is to say, engages in free competition without deception or fraud.

Meanwhile, Drucker (1954; 2006) presents an alternative view of the classical economic view. He argues that profit performs three fundamental purposes. The first purpose states that profit measures the viability of business activities; second, it provides a 'risk premium' key to the success of a business corporation; and third, it safeguards the financial fortunes of the business in future. He further argued that 'a profitability objective therefore measures not the maximum profits the business can produce, but the minimum it must produce' (Drucker, 1954; 2006:66-77). Barnett (2007) suggests that profit maximisation principle which seems to be the much talked about way of businesses acting in the interest of shareholders, does not in itself paint a striking picture of what the interests of shareholders are. He contends that a business that focuses singularly on financial performance reduces its ability to influence its stakeholders. Barnett (2007; 808) explains:

Doing too well can lead stakeholders to perceive that a firm is not doing enough good. Excessive corporate financial performance indicates that a firm is extracting more from society than it is returning. And can suggest that profits have risen because the firm has exploited some of its stakeholders to favour shareholders and upper management. This can indicate untrustworthiness to stakeholders looking to build or maintain relations with the firm.

Uddin, Hassan and Tarique (2008), said CSR as an economic strategy increases profit, therefore, CSR is not a threat to the attainment of economic goals of a corporation, and rather the CSR concept is an opportunity. In contemporary times, social responsibility is an important factor for customers and shareholders. Since businesses only make profits when products and services are being consumed by the society, a business must run its activities in a socially acceptable way to maintain a long term relationship and long-run sustainability of the business (ibid).

2.2.1 Legal Responsibilities

According to Carroll and Shabana (2010), the legal responsibilities of business refer to the negative and positive obligations put on businesses by laws and regulations of the society where it operates. Opposing views have emerged regarding what constitutes the legal responsibilities of business. Carroll (1991; 41) encourages the side of the argument which suggests that the legal responsibility of business constitutes the totality of the responsibility of business towards society. In his view, laws and regulations which he described as the ‘codified ethics represent “partial fulfilment of the social contract between business and society”. De Schutter (2008:203) holds the view that CSR in the business case ‘rests on certain presuppositions about markets and the business environment, which cannot be simply assumed,

but should be affirmatively created by a regulatory framework for CSR'. Meanwhile, scholars such as Phillips et al., (2003) reject the establishment of a regulatory framework. They assert that CSR activities and stakeholder management should be at the discretion of the organisation.

2.2.2 Ethical and Philanthropic Responsibilities

Carroll's (1979;1991) four-part definition of CSR categorised the economic responsibility as 'expected', the legal responsibility as 'required', philanthropic responsibility as 'desired' and the ethical responsibility as 'expected'. These 'responsibilities' according to Carroll and Shabana (2010) are the "expectations placed on the corporation by corporate stakeholders and society as a whole". In his definition of CSR into these four categories, Carroll made a clear distinction between the traditional responsibilities of corporations which are the legal and economic responsibilities and the new responsibilities which are ethical and philanthropic. The legal and economic responsibilities represent the old social contract between society and corporations whilst the ethical and philanthropic also represents the "new, broader social contract between business and society" (Carroll & Shabana, 2010; 90).

2.3 Brand Image

In his book "*Service management and marketing: Customer management in service competition*", Grönroos (2007) contends that marketing has three key objectives which are: getting customers, keeping customers and growing customers into a customer relationship. To achieve these objectives, marketing strategies need to have its lens on three perspectives thus: a way of thinking, a way of organizing and a set of tools and activities.

The first perspective describes marketing as a way of thinking which means that a company's marketing concept needs to take into consideration the target audience of the organization,

structures, functions and departments of an organization. The second viewpoint describes the company's way of organizing which looks at the level of cohesion and coordination. The final perspective takes a look at the set of tools and actions which includes among other things the marketing strategies a customer is exposed to, for example, promotion. There are several tools for marketing and building a strong brand is one of these tools.

According to Grönroos (2007), the first brands arose in the beginning of the 20th century. However, the brand as a concept evolved first during the 50s and today, a strong brand is recognized as an asset that shields a firm in a contentious market. The American Marketing Association (2007) defines a brand as a "name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition". In the view of Apéria and Back (2004), a strong brand has many benefits. For example, a company can charge higher prices for its product or service although it does not differ from others in the same category. They argue that a strong brand also points to greater customer loyalty, less vulnerability to competitive marketing actions and increased marketing communication effectiveness. They further explain that the intangible assets of a firm appreciate when marketing strategies achieve its objectives.

Some researchers in the field of marketing have established that the intangible assets are what is termed as brand equity, although the term has attracted several views on its definitions. Blakeman (2015:37) defines brand equity as "a company's or product's reputation in the marketplace". He further explains that from the consumer's perspective "brand equity means that they are familiar with the brand and know from experience that it brings positive results and unique brand association". To the consumer "brand equity is made up of two kinds of brand knowledge: "brand awareness and brand image" (ibid).

In his definition, Blakeman (2015) introduces brand knowledge which consists of brand awareness and brand image which contributes to customer-based brand equity. According to Apéria and Back (2004), brand knowledge is necessary since it enables the customer to link current, favourable and unique associations to the brand.

In the same vein, Aaker (1996) cited in Elly and Albina 2015) defines brand equity as a set of assets linked to a brand's name and symbol that adds or subtracts value, provided by a product or service, to a firm and its' customers. Moreover, he states that the components of brand equity consist of brand loyalty, brand awareness, perceived quality and brand associations (ibid). From a marketing perspective, brand equity builds and directs the brand assets by retaining and attracting customers and by avoiding the price competition, which in turn contributes to the profitability of a company (Apéria& Back, 2004). Keller (1993; 45) equally approaches brand equity from a customer's perspective and defines it as:

The differential impact brand knowledge has on the customer response to the marketing of that brand. Equity occurs when the customer is familiar with the brand and holds some favourable, strong and unique brand associations in memory. Keller (1993) in this definition introduces brand knowledge which consists of brand awareness and brand image that contributes to customer-based brand equity.

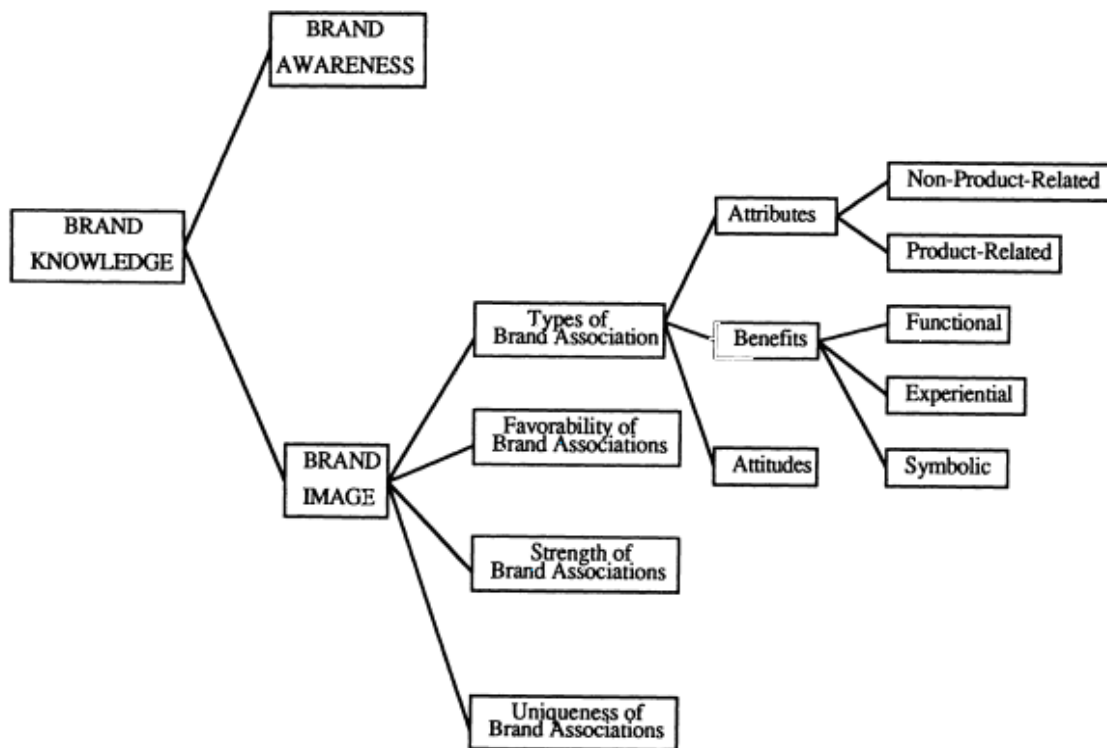


Figure 2: Brand Knowledge model

Source: Keller, 1993

Further, Keller (1993:3) defines brand image as “perceptions about a brand as reflected as brand associations held in consumer memory”. Likewise, Aaker (1996: 69) defines brand image as “how customers and others perceive the brand”. In figure 2 Keller's (1993) the complete model of brand knowledge is shown. In this study, however, the focus lies on brand image. Brand image is composed of associations that the customer connects to the brand and these associations decide whether a brand is significant or not. Brand associations can be

measured in strength, favourability and uniqueness. However, before those dimensions are contemplated, it is important to examine what different types of associations that are present in the mind of the customer.

The different types of associations concerning brand image are classified into three components: attributes, benefits, and attitudes. Firstly, attributes are the descriptive characteristics of a service. Keller (1993) differentiates between product and non-product related attributes. Product-related attributes are described as relevant function ingredients expected by a customer in a service. Non-product related attributes, on the other hand, are price information and the customer's impression of what type of person that uses the service and in what circumstance it is used.

Secondly, benefits are the values that the customer associates to the service attributes. These benefits can be categorized as functional, symbolic and experiential. The functional benefit corresponds to the product-related attributes and meets the customer's primary need to solve a certain problem.

Likewise, the experiential benefits correspond to product-related attributes but meet the customer's need for experience, satisfaction, well-being, stimulation etc. These benefits represent the customer's feelings when utilizing the service. The symbolic benefits, on the other hand, correspond to non-product related attributes and meet the customer's underlying need for social approval or personal expression. The symbolic benefits meet the need to be seen, to play a social role, to relate to a group and to express one's ego to others etc. Finally, attitude is defined as the customer's overall valuation of the brand (Apéria & Back ,2004).

Brand awareness is described as the extent to which a brand is recognized by potential customers (ibid). In the view of Apéria and Back (2004), it is important to create brand awareness in order for customers to be able to develop positive attitudes towards the brand. Brand awareness has a positive influence on customers' buying decision. If high brand awareness is achieved, the customers' uncertainty regarding the service or product decreases and the probability that the product will be chosen for purchase increases even though other brand associations are missing (Keller, 1993). Hence, consumer behaviour is affected in a positive way.

As mentioned earlier, a strong brand image contributes to customer-based brand equity in a positive way (ibid). Furthermore, a strong brand image contributes to an assertive customer experience, and is therefore essential in service sectors, due to its intangible constitution. The communication of every company should be managed in a manner that will provoke favorable brand image in the mind of the customer. The image that a marketer wants to form is called brand identity.

To succeed with branding the company's brand identity has to correlate with the customer's brand image. This means that the values of the company have to correspond with the values of the customer. Services do not only include logical and economical values but emotional connections as well. This implies that a service brand needs to create feelings of trust, affection, closeness and reflection of the customer's core values (Grönroos, 2007). The challenge that marketers face is how to form and link the customer's thoughts, feelings, images, beliefs, thoughts, and views to the brand in a favourable way (Keller, 2007).

The development of a positive brand image is complicated and created through collected inputs of specific brand messages. When a consumer relates to the flow of brand messages, a brand relationship will develop and give the service a meaning in the mind of the customer. However, whether a brand message adds undeniably to the brand image or not depends on if the customer finds the brand message favourable or not (Grönroos, 2007).

According to Popoli (2011), as communication messages seek to meet expectations of consumers on intangible and visible components of a service, it is important to meet social values that the customer finds important. These values in Popoli's view are closely related to CSR, which have the potential to satisfy the customer's need which leads to a brand relationship and in turn creates a positive brand image.

2.4 CSR and Brand Image

In recent times, customers have become influential in the policies companies adopt for their business operations. The power customers have on organisations covers as far as how these organisations view and practice CSR. As mentioned earlier, customers have expectations on the value system (which includes both emotional and social values) (Popoli, 2011). Therefore, in the face of the current global economic crisis, customer loyalty is the key goal of every company (Perez et. al., 2013a).

Based on the above assertion, it is believed that customers are the most limited resources for companies and their loyalty directly affects their profits. (Edvardsson et al., 2000 as cited in Pérez and Rodríguez Del Bosque (2014). Against this backdrop, scholars have demonstrated that a company's commitment towards the building of a strong corporate image, contributes to the company's ability to enhance customer loyalty through repurchase and recommendation

behaviour (Dick & Basu, 1994, Chaudhuri & Holbrook, 2001 as cited in Pérez and Rodríguez Del Bosque (2014).

According to Martínez, Pérez and Rodríguez Del Bosque (2014), brands that are built based on emotional values are more protected from competitive decay. To buttress this point, they assert that CSR can be seen as an emotional aspect of brand image which enhances a company's competitive advantage (ibid). Du, Bhattacharya & Sen, (2010) adds that, if a company's positioning strategy is based on its' CSR activities, the core values are pervaded by the core values of CSR. One outcome of integrating CSR into the marketing strategy is to insure the brand from attacks (Werther & Chandler, 2005). This means that CSR can work as a "damage insurance" to preserve the brand.

A corporation with a strong brand is less likely to have problems with e.g. reputation (Casado Diaz et. al., 2014). Werther and Chandler (2005) assert that when CSR is communicated, it becomes a strategic branding tool to manage customer's expectations.

Du, Bhattacharya and Sen (2007) states that a CSR initiative contributes to the formation of a positive customer attitude and behaviour. This, in turn, strengthens the company's brand image, which is one of the main reasons for the company to engage in CSR (ibid). CSR and brand image are strongly linked to each other.

CSR is becoming a core component that affects brand image in a positive way and is therefore considered to be a strategic necessity, rather than something that only contributes to the customer's social value (Crespo, Salmones & Bosque, 2005; Cretu & Brodie, 2007; Werther & Chandler, 2005; Idowu, 2009; Wu & Wang, 2014). Casado Diaz et. al. (2014) posits that customers favour companies that are involved in CSR. When customers perceive a company

as socially responsible, they will be positively influenced when evaluating service quality. They claim that customers assume that social responsibility is linked to high service quality and may, therefore, use CSR information to decrease the uncertainty of a service (ibid).Martínez, Perez and Rodriguez Del Bosque (2014) state that CSR has a positive influence on brand image which in turn involves the customer in brand loyalty.

Furthermore, the authors show that a strong brand image increases the word of mouth and the purchase intentions in a positive way (ibid). However, it is important to effectively communicate the company's CSR actions to increase the customers' awareness and attitude, in order for them to develop a strong brand image (ibid).

Consumers today have more understanding of sustainability and an increased awareness of companies' actions which means that CSR has gained influence. Business arguments on CSR suggests that organisations gain business value when they behave socially responsible, because it gives them legitimacy in the environment in which they operate (2014).

2.5 Ghana National CSR Policy

The concept of CSR has steadily developed in Ghana since the mid-1990s, and its importance is on upsurge due to the discovery of additional natural resources such as oil and the influx of extractive companies (Ministry of Trade and Industry, 2014).

The Ghana National CSR policy was collaboratively developed under the auspices of the Ministry of Trade and Industry, with support from the German Development Cooperation Agency (German Technical Corporation, 2009) under its development partnerships with the private sector initiative, to streamline CSR activities in Ghana.

The National CSR policy framework serves as a reference document for “individuals, advocacy groups and public agencies seeking to hold corporations responsible to their social responsibilities” (Ministry of Trade and Industry, 2014:1).

The Ghana National CSR policy seeks to enable Government, civil society, businesses, NGOs and the wider society to identify and enhance the opportunities available within the space identified in the policy to facilitate economic growth and development in Ghana. The policy is expected to create an enabling environment for local enterprises to create more jobs, stimulate inclusive economic growth and develop local (micro) economies while enhancing the capacity of local firms to internationalize. (Ministry of Trade and Industry, 2014: 2).

2.5.1 Guiding Principles (Ghana National CSR policy)

The policy operates under seven principles that are taken from the International Standards Organisations guidance on CSR.

Principle 1: Accountability

The principle of accountability posits that every organisation operating in the country should be accountable for its impacts on society, the economy and the environment. Under this principle, businesses are expected to exhibit their readiness to be scrutinized by stakeholders whom their activities have an impact on and also are “answerable to legal authorities with regard to laws and regulations” (Ministry of Trade and Industry, 2014:11). The principle also stipulates that organisations can be said to be accountable if they accept responsibility in inappropriate actions and take steps to remedy the actions as well as take actions to prevent its occurrence (ibid).

Principle 2: Transparency

The second principle on transparency, explains that an organisation can be described as socially responsible when it opens up its nature of operations to stakeholders on whom they have direct impact. The principle also underscores the importance for organisations to make “appropriate and accurate” information on their business activities readily available and accessible by all who seek to be adequately informed on their activities. According to this principle, although organisations are required to be open in their operations, they are not compelled to provide information that would “breach legal, economic, security or personal privacy obligations”.

Principle 3: Ethical behaviour

The third principle prescribes honesty, equity, and uprightness as the mast on which organizational ethical behavior should be built on. The principle suggests that organisations should have “concern for people, animals and the environment and a duty to address the impact of its activities and decisions on stakeholders' interests”.

Principle 4: Respect for stakeholder interests

The fourth principle reiterates the important role stakeholders play towards the success of every organisation. In this principle, organisations are reminded of the need to respond not only to the needs and interests of “its owners, members, customers or constituents”, but other individuals or groups who also form part of the stakeholder group.

Principle 5: Respect for the rule of law

The national policy under this principle sees to it that organisations abide by all the laws and regulations within and without their range of work. Also, the principle requires that

organisations who seek to be socially responsible are to be abreast with applicable laws and regulations and to ensure that their internal stakeholders equally observe these applicable laws and regulations.

Principle 6: Respect for international norms of behaviour

With a globalized world, activities or nations and organisations do have its impact on the international space. Against this backdrop, organisations are required to adhere to international principles in order to be responsible towards their immediate environment as well as the international community.

Principle 7: Respect for human rights

This principle looks are the need for organisations to attached seriousness to the issues of human rights in the discharge of the economic duties in their environment. Organisations are considered to be socially irresponsible if their business activities require that they infringe of the right of others to make economic gains.

The National policy framework also focuses on key thematic areas based on which the objectives of the policy were designed. They are poverty eradication, employment and decent work for all, sustainable agriculture, food security and nutrition, health and quality of life, education, gender equality and women's empowerment and sustainable infrastructure development (energy, water sanitation, transport). The others are sustainable use and management of natural resources, inclusive economic growth and industrialisation, sustainable production and consumption and conservation and sustainable use of marine resources, oceans and seas, ecosystems and biodiversity

2.6 Theoretical Model

The primary focus of this study is to identify the role corporate social responsibility on the affective characteristics of the consumer. Consumers play significant role in the decisions business take, therefore there is the need to assess if good corporate citizenship generates favourable attitudes towards a brand.

The theoretical model for this study will be centred on the principles of the hierarchy of effects model propounded by (Lavidge, 1961). The Hierarchy of Effects Model best fits for this study because it helps explain the process consumers go through before they make their purchase intentions.

2.6.1 Hierarchy of Effects Model

The model posits that “customers do not change instantaneously from disinterested people to convinced buyers.” (Perez & Rodriguez Del Bosque, 2014: 4). Instead, before a customer decides to purchase, the customer will have to go through a multi-stage process, of which purchase itself is the final step (Madrigal, 2001 as cited in Perez & Rodriguez Del Bosque, 2014).

Lavidge and Steiner (1961) as cited in Perez & Rodriguez Del Bosque (2014), divides the stages of customer behaviour into three dimensions thus the cognitive dimension, which refers to customer’s thoughts and beliefs. The affective dimension, referring to the emotional characteristics of the customer and the conative dimension, which looks at the customer’s behavioural intentions and actions. At the conative stage, the authors argue that committed purchasers are likely to take longer time to go through the process (ibid).

Proponents of the model assert that, when a brand is presented to a consumer, the consumer moves from an unaware stage to awareness and knowledge stage. The two stages of the attitude formation sequence, forms the cognitive characteristics of the attitude formation sequence.

The second stage is the affective stage which consists of liking, preference and conviction. This suggests that before a user forms an attitude about a brand, the user at the affective stage which consists of likeness, preference and conviction, begins with the evocation of feelings based on the perception of the company (Lavidge& Steiner, 1961, as cited in Perez & Rodriguez Del Bosque, 2014).

The final stage of the attitude formation sequence is the conative stage. This stage looks the purchase intentions of the consumer. At the conative stage, it is believed that the consumer is armed with the necessary information on the brand and can finally make a decision to purchase or not (ibid).

For this study, the focus will be on the affective characteristics of the consumer where CSR fits to assess the level of influence it has on the conative and cognitive characteristics of the attitude formation process of a consumer. In the view of Perez and Rodriguez del Bosque (2014), companies communicate their CSR initiatives primarily through what Lavidge and Steiner (1961) calls “image advertising” which focuses on the processes through which a consumer can generate favourable attitudes and feelings towards a product or service and not directly targeting the conative.

According to Perez & Rodriguez Del Bosque (2014), within the elements of the hierarchy of effects model which is the affective-cognitive-conative sequence, CSR image can be described

as a determinant for corporate image. The affective dimension of the model where the concept of CSR fit can influence the customer's "conative or behavioural outcomes such as recommendation or repurchase behaviours" (ibid).

According to social identification and self-categorisation theories, Tajfel & Turner, (2004) as cited in Perez & Rodriguez Del Bosque, (2014) posits that customers classify themselves into a multitude of social categories to which they feel a discernment of belonging through self-definition. In the view of Scott and Lane (2000) (as cited in Perez & Rodriguez Del Bosque, 2014), customers easily associate with the characteristics of a firm to be consonant with the values and norms they uphold which in turn improves their self-esteem and increase their customer-company identification. In line with this, CSR image has a direct positive effect of the identification of the consumer with their company (Garcia Del Los Salmones et al., 2009; Marin et al., 2009; Perez et al., 2013a).

Scholars define emotions as a form of affection involving emotional responses that are associated with a specific referent and result in action (Chaudhuri & Holbrook, 2001). Emotions are largely a demonstration of experiences (positive or negative) from cognitive stimulus. Brown and Dacin (1997) as cited in Perez & Rodriguez Del Bosque (2014) observed that the two major sources of customer emotions are: the firm itself and its services. Based on the propositions of classical brand theories, they argue that corporate image can have different effects on customers' evaluation of the company and its products and services.

According to Levy (1999), customers do not purchase the services or products of a company exclusively for their functionality. They also purchase the emotional value associated with the product or service. In Keller's 'Brand knowledge model' she explained that one's understanding

of a brand can aid the person to have some level of awareness of the brand and also communicate the kind of brand image. In this sense, CSR activities which are described by Laving and Steiner (1996) as image advertising, can serve as a tool for brand awareness to communicate the organisation's brand attributes, strengths and uniqueness as well as the benefits a consumer will derive if the brand is associated with.

2.7 Summary

This chapter discussed the works of others on the role CSR plays on corporate image. The hierarchy of effects model was used for this study. The model expresses the stages consumers go through when they are exposed to advertising, before they form a favourable or unfavourable attitude towards a brand. The next chapter discusses the methodology used for the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with the various methods and procedures used in the gathering of data. It comprises of the Research Design, Population of Study, Sample and Sampling Techniques, Research Instruments, Data collection method, and Data Analysis.

3.2 Research Design

The goal of this study is to explore how the CSR variables affect brand image. It sought to find connections between independent variables affect dependent variable. The quantitative method of research was considered the most appropriate method because it involves a systematic and numerical assumption that guides the direction of the collection and analysis of data. Its central premise is that the use of quantitative approaches provides a better understanding of research problems. With this method the researcher is easily able to generalize the findings (Creswell & Plano, 2007:5).

The quantitative approach employs tactics of inquiry such as experiments and surveys and collects data on predetermined instruments that produce statistical data (Creswell, 2003). According to Newman and Benz (1998), the sample of subjects in a quantitative research is drawn to replicate the population. This design was adapted because of its flexibility in both collecting and analysing data. Furthermore, quantitative approach would help in empirical assessments to help describe the form that seeks to define the degree to which a CSR program or policy empirically fulfils or does not fulfil a particular standard or norm in this study.

3.3 Study Population and Sample

The population for the study was the general public within the Accra Metropolis. Out of the population, a total of 200 people were randomly selected from four suburbs in the Greater Accra metropolis for the purpose of gathering quantitative data. The motives for selecting the target population for this study were to eliminate the bottom-feeders and those people who would simply not value what this study seeks to offer, and to also build a stronger referral base.

3.4 Sampling Method

The stratified sampling technique was used to sample respondents to participate in the study. It is a sampling method in which the population is separated into two groups or more known as the strata according to one or more commonly shared attributes. This method guarantees the sample represents specific sub-groups or strata. This technique was suitable for the study because it opened up the room for any individual who falls within the scope to partake in the study. So the population will be divided in four groups, coming from five different areas in the Accra Metropolis. Group one came from Dansoman and its environs. Group two from Madina and its environs. Group three from Osu and its environs. And group four from Accra Central and its environs. Fifty (50) people were selected from each group to partake in the research. Both males and females took part in the research.

The scope of the study and the coverage area coupled with financial constraints justified the need to use 200 respondents. The minimum of 200 was chosen because it is considered the acceptable minimum number appropriate for the research work. Although 200 questionnaires were administered, only 197 representing 92% were retrieved.

3.5 Data Collection Method

The survey research approach was used as a means of collecting the data. According to Wimmer and Dominick (1994) survey research is the systematic gathering of information from respondents for the purpose of understanding and or predicting some aspects of the behaviour of the population of interest. Survey research is an important and useful method for data collection. It is also one of the most widely used methods of media research, primarily because of its flexibility (Wimmer & Dominick, 1994).

Surveys are a quantitative method of research involving the use of tools such questionnaires and aim to generalise from a sample to a larger population. The advantage of using the survey approach is that it can be used when the researcher intends to collect large quantities of data. The result is often numerical and therefore considered more independent. The data is considered measureable and usually generalizable to a larger population, and it can provide a clear, quantitative measure to be used for grants and proposals.

3.6 Instruments for Data Collection

In this study, a self-completion questionnaire was applied. This type of questionnaire can come in several forms: mail-, post and text form but also a form of administration where questionnaires are handed out personally. This type of questionnaire is very common due to the easy distribution, cost effectiveness, simplicity and due to the fact that it allows respondents to choose to what extent they want to answer.

A questionnaire which comprised of both open and close ended questions was used to gather information from respondents. According to Ursa et al., (2003:160), “a questionnaire influences several aspects of data quality, varying from non-response, sampling, and coverage errors, to measurement errors.” The close ended questions provided respondents with

alternatives to their responses, while the open-ended questions provided respondents the opportunity to express their views about the subject without any form of restraint from the researcher (Foddy, 1993: 127 cited in Ursa et al., 2003).

3.7 Piloting

Prior to the data collection, a sample of 10 respondents was randomly selected as a pre-test group. The questions were assessed for clarity and ambiguity. Questions that were asked at this point were; do you understand Corporate Social Responsibility and its practices in Ghana? Do you know the status of Corporate Social Responsibility in Ghana? How does Corporate Social Responsibility affect brand loyalty in firms? Supplementary information provided by respondents helped to restructure the questions to reflect the realities on the ground. The time for answering questions was also examined to reduce time spent on each respondent.

3.8 Data Presentation and Analysis

The research data was prepared for after collection. Because the data was collected with the aid of a questionnaire, there were errors to be cleaned. Each questionnaire was serial numbered, coded and categorised based on responses. Data gathered were presented in the form of frequency tables and charts. The graphical presentation makes it easier to describe and interpret without much effort. The statistical Package for Social Sciences (SPSS) was used for analysis.

This tool helps to translate and analyse data into relevant information. Furthermore, this analytical tool is recognized within the fields of statistics and science, which increases the validity of the research. The study was a descriptive one, so quantitative analyses involving frequencies, percentages, pie charts and bar charts were used in the analysis of data. This

analysis was done by using SPSS a statistical software for data analysis and excel for the chart generation.

Total percentages were calculated for each item after the frequencies had been summed up for each section of the questionnaire. The responses of the opened-ended questions were grouped according to common ideas expressed and a general pattern was sorted out for them. In some cases, frequencies were established for the groups of opinions observed and percentages were calculated to give a clear picture of these responses.

3.9 Ethical Considerations

It is important to consider ethical principles when conducting a business research. Ethical issues are categorized into four different types: harm to participants, lack of informed consent, invasion of privacy and deception. (Bryman & Bell, 2011). The risk of harming a participant refers to both respondents and the company that the questionnaire is conducted on (Bryman & Bell, 2011). The risk of harming the respondents in this study has been minimized by making the survey questionnaire anonymous and by maintaining the surveys confidentially. In this study, there are descriptive questions about the respondent's' age and gender, but this information was not enough to identify the person. Furthermore, to protect the hotel's involvement in this study the name is kept anonymous.

The second ethical principle to consider is the lack of informed consent. The potential participant should receive as much information needed to make a decision whether to participate or not (ibid.). In this study, the survey contained information about the research and contact details for further questions. The third ethical principle concerns the invasion of privacy. The respondent might find some questions too private and do not wish to make the

answer public (ibid.). In this study the respondent has the opportunity to skip a question if it is judged sensitive. Furthermore this study is not of a sensitive nature which enhances the respondents' willingness to answer.

The fourth ethical principle refer to deception which occurs if respondents are led to believe that a research is about something else that what is (ibid.). In this research the survey contained a clear description of the purpose study. Recording or observation techniques were not used in this study. After taking these ethical principles into considerations and fully living up to the requirements this study can be classified as ethical.

3.10 Summary

The chapter discussed the methodology or approach for collecting data for this research. It identified the design that was adopted, the population and sample size for the study. The chapter also discussed the site for the study, and the instrument that was used to collect data. It also discussed the approach that was adopted to collect and analyse the data collected. The next chapter analyses the data collected, and draws meanings from the findings.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

This chapter provides interpretation of the data collected on the field on the role of corporate social responsibility in brand image building. Data gathered was analysed using the Statistical Package for Social Scientists (SPSS) and presented through the use of Bar Charts, Pie Charts and Statistical Tables with the aid of Microsoft Excel. The analysis was done based on the various sections addressed in the questionnaire.

4.2. Socio-Demographic Characteristics of Respondents

The socio-demographic characteristics provide insight about the knowledge, awareness and experience of respondents in relation to their communities. The socio-demographic variables analysed in this study includes sex, educational background, and whether the respondent is within the working class or not. The responses are interpreted below.

4.2.1. Sex of Respondents

In a research of this kind, representation of both sexes is very important in order to bring the views of all to bear. It was, therefore, imperative that a representative number of both sexes were interviewed to capture their views on the subject. The data captured indicated that 116 respondents representing 58.9 % were male whiles 81 respondents representing 41.1% were female. The frequencies are shown in Table 3 below.

Table 1: Sex of respondents

Source of Data: Field Data Analysis 2019

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	81	41.1	41.1	41.1
Male	116	58.9	58.9	100.0
Total	197	100.0	100.0	

4.2.2 Level of Education of Respondents

The educational level of people affects their ways of interpreting their environment. The quality of insight of people on corporate issues is determined by their level of education. The data gathered showed that 10.7% of respondents have had basic or primary education, 36.0% have had secondary education, and 53.3% have had tertiary education. Table 4 below provides data on the level of education.

Table 2: Education Background

Educational Level	Frequency	Percent	Valid Percent	Cumulative Percent
Tertiary level	105	53.3	53.3	53.3
Secondary level	71	36.0	36.0	89.3
Basic level	21	10.7	10.7	100.0
Total	197	100.0	100.0	

Source of Data: Field Data Analysis 2019

4.2.3 Working Status of Respondents

Due to the nature of the subject for this study, it was imperative to find out from respondents if they were workers or not. It is assumed that individuals within the working class could easily relate to the concept of corporate social responsibility hence the need to assess if that was the reality or individuals who do not fall within the working also do have adequate insight on the concept. The data gathered indicates that 59% respondents were workers while 41% said they do not work.

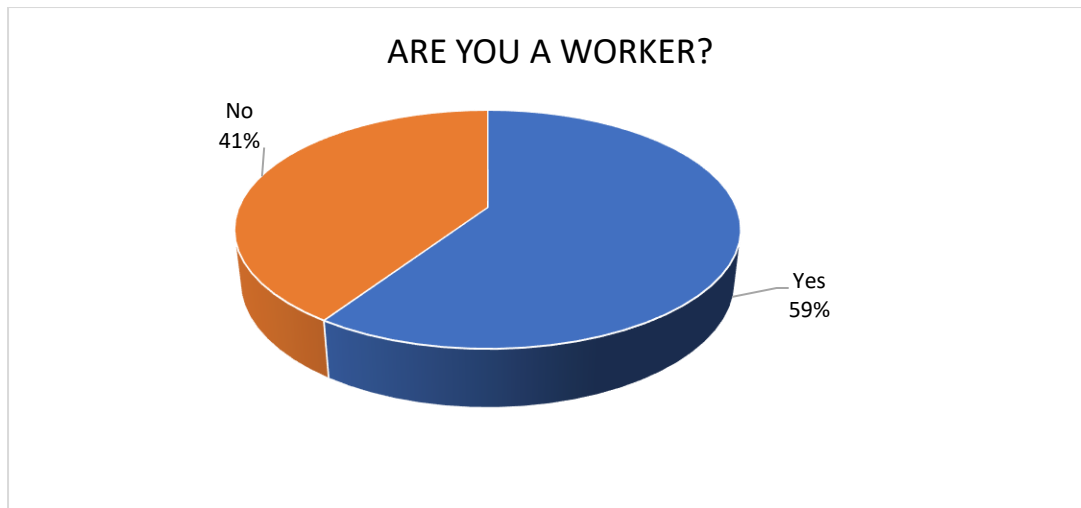


Figure 3: Working status of respondents

4.3 Respondents Knowledge on Corporate Social Responsibility

This section sought to find out the level of knowledge respondents have on the concept of CSR. To be able to express whether or not the concept of corporate social responsibility plays any important role in the building of brand image, one should be able to express what his/her understanding of the concept is. Several definitions have been ascribed to the concept of corporate social responsibility.

When respondents were asked what their understanding of the concept was, 6.6% were of the view that corporate social responsibility is when organisations implement initiatives that falls out of their economic responsibilities. Meanwhile, 93.4% said they understood the concept as instances when organisations embark on social initiatives such as, provision of social amenities, projects that target poverty alleviation as well as projects that help to develop the country.

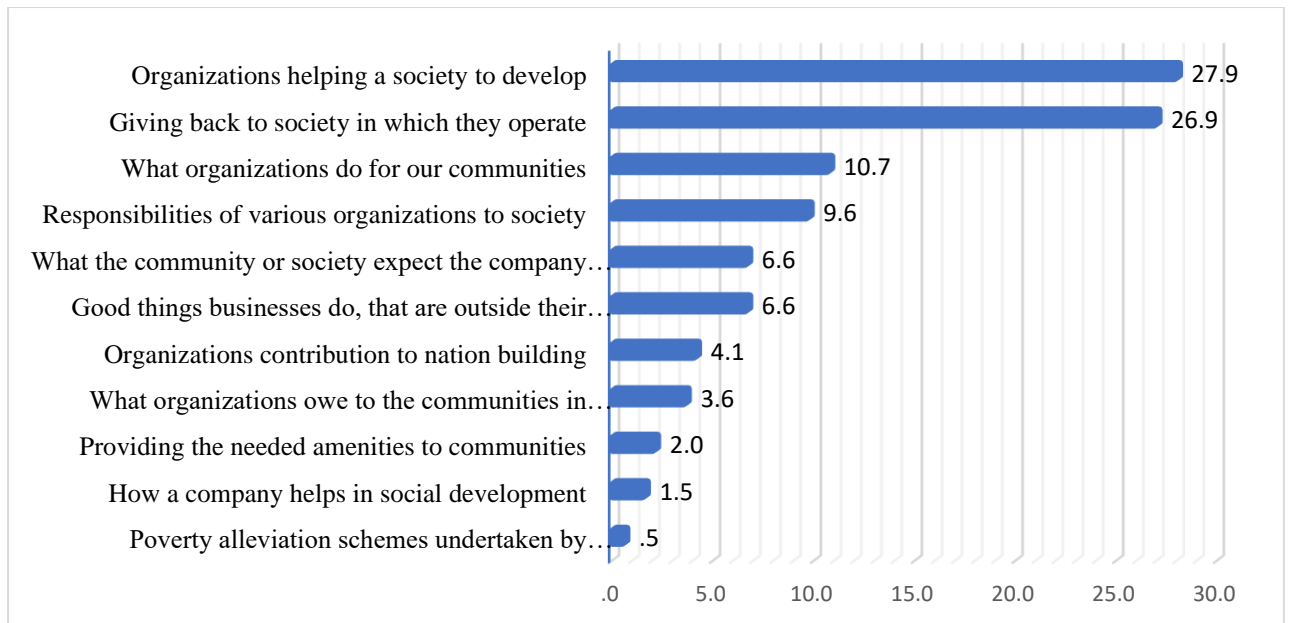


Figure 4: Understanding of Corporate Social Responsibility

Data from Figure 6 indicates that 6.6% of the response is consistent with the definition of Davis (1960 as cited in Carroll & Shabana 2010). In his view, corporate social responsibility is when organisations or businessmen take decisions and actions that are beyond the firm's direct economic or technical interest. The bulk number of respondents (93.4%) supported the definition Bowen (1963) as cited in Carroll and Shabana (2010) gave to the concept. He expressed that corporate social responsibility is when organisations pursue policies which are of value to the people of the community within which they operate.

4.4 Should Organisations Practice CSR?

Several arguments (Boafo & Kokuma, 2015; Carroll & Shabana, 2010) have been made in support of the concept of corporate social responsibility. In the view of Carroll and Shabana (2010), organisations have adequate resources therefore they should give the concept a try. When respondents were asked if organisations should practice CSR, 100% were of the view organisations should practice CSR. This is consistent with the view of Carroll and Shabana (2010:89). They believe that business has a "reservoir of management, functional expertise and

capital, and because so many others have tried and failed to solve social problems, business should be given the chance”. Also their views confirms an argument by Boafo and Kokuma (2015), who explain that businesses are not independent of their missions and goals therefore, if a business fails to account for long-term social and environmental impacts, that business cannot be sustainable.

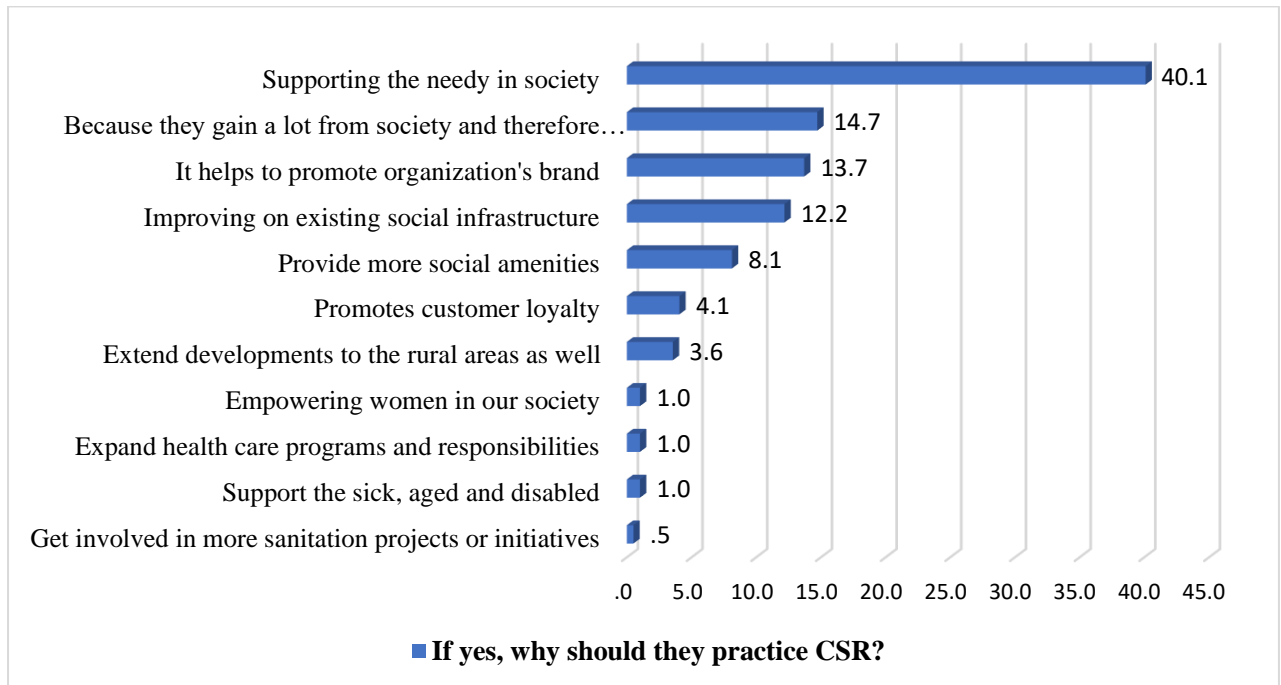


Figure 3: Why should organisations practice CSR

The data indicates that out of the 197 respondents who said organisations should practice CSR, 12.2 % said when business are good corporate citizens, it can help promote the company’s brand. This data supports the views of Du, Bhattacharya and Sen (2007) who believe that CSR initiatives contributes to the formation of a positive customer’s attitude and behaviour which in turn strengthens the company’s brand image. Also, a few of the respondents 4.1% were of the view that when organisations embark on CSR initiatives, it helps to drive customer loyalty. This data supports an argument made Casado Diaz et al., (2014). They indicate that, customers link good corporate citizenship to high quality of service or product therefore CSR has a way of boosting customer loyalty. A bulk number of respondents 83.7% were of the view that

organisations should engage in CSR activities such as provision of social amenities, sanitation projects, women empowerment programs as well as projects aim at supporting the needy in society.

Clearly, this bulk number of respondents believe that organisations should engage in varying social activities which supports an argument by McGuire (1963 as cited in Carroll and Shabana, 2010) that corporations do not only have legal and economic obligations but also some obligations that extends beyond these traditional obligations. However, it contradicts Milton Friedman's (1962) classical economic view. He posits that businesses have only one social responsibility, which is to use its resources and engage in activities designed to increase profits.

4.5 Knowledge of CSR Activities by Organisations

To adequately test what respondents' think about the level of impact CSR activities have on brand image, it is important to consider if they have are aware of any CSR activities by any organisation in the country. The level of awareness may provide knowledge about its impact on the brands of the said organisation. Figure 8 provides information on the respondents' awareness of any CSR activities by any organisation in the country.

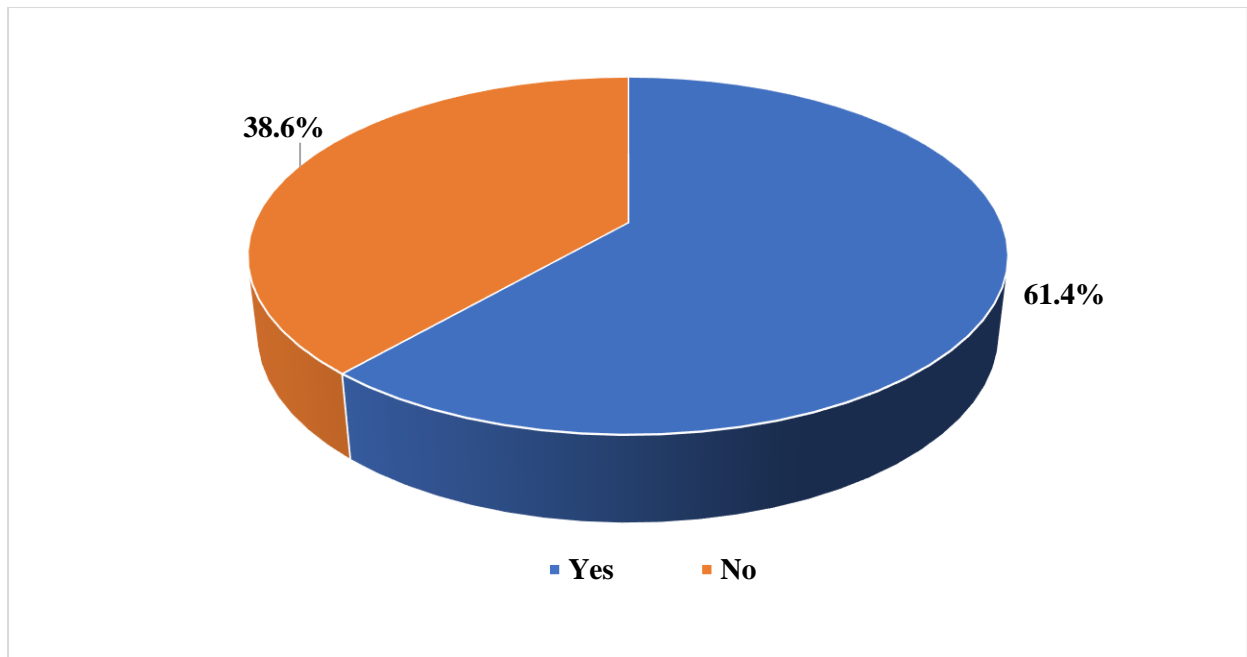


Figure 4: Knowledge of CSR activities by an organisation

The data shows that 61.4% said yes; they were aware of some CSR activities spearheaded by some organisations while 38.6% said they had no knowledge of any CSR activities by any organisation in the country.

4.6 Knowledge on CSR Initiatives

Out of the 61.4% respondents who responded in the affirmative that they were aware of some CSR activities by some organisations, only about 50% were able to state the various activities they were aware of. The remaining 10% said although they were aware of some CSR activities embarked on by some organisations, the names of the projects could not be immediately remembered. The chart below provides information on the various activities by some organisations.

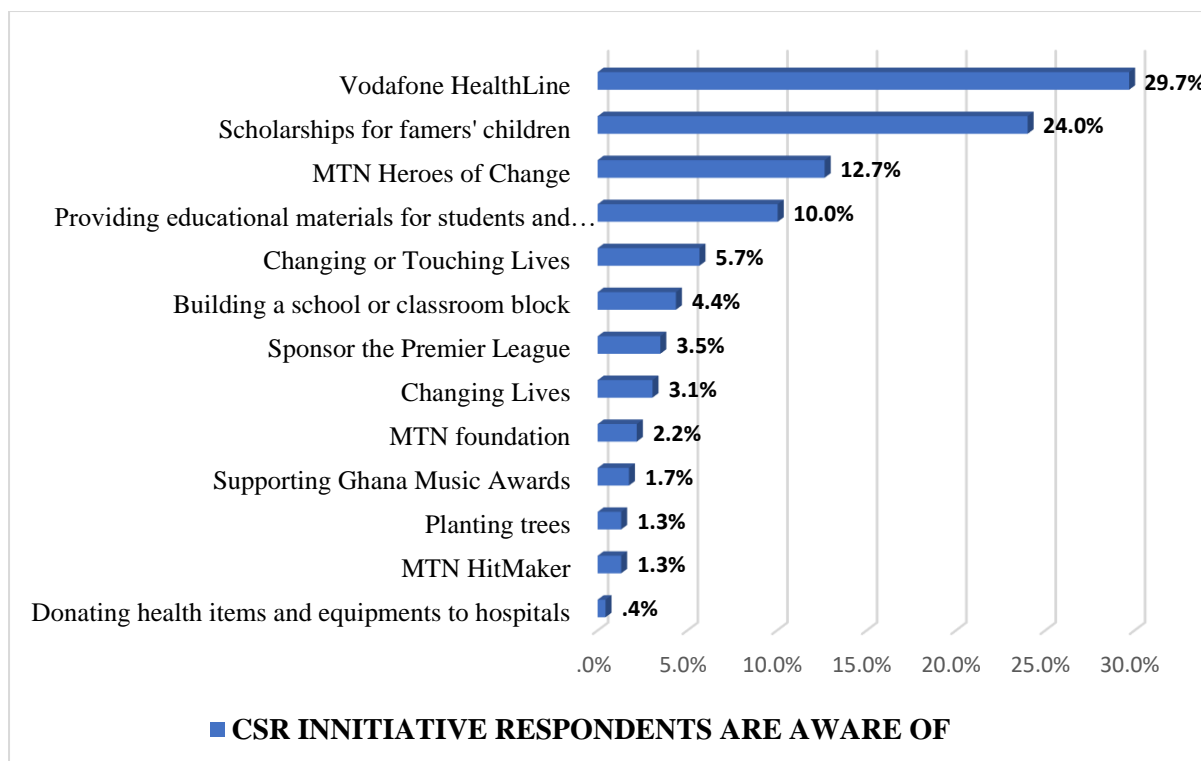


Figure 5: CSR activities respondents are aware of

Data in Figure 9 indicates that most of the CSR activities (50%) respondents were aware of, were activities spearheaded by some telecommunications companies in the country. Notable among them was Vodafone HealthLine, a CSR initiative by Vodafone Ghana, where about 29.7% had knowledge of. Also 15.3% had knowledge of CSR activities led by MTN Ghana. Other organisations in the telecommunication industry whose CSR projects were easily recalled by respondents was Tigo and Airtel with their initiatives on providing educational materials for schools (10.0%) and the touching lives initiative (5.7%) respectively. It was realized that 24.0% said they were aware that MTN and Vodafone Ghana have a scholarship scheme for farmers' children. Among other initiatives that were mentioned by respondents was sponsorship of the Ghana Black Stars (3.5%) and planting of trees (1.3%) by the Ghana National Petroleum Commission and Cal Bank respectively.

The topmost recall of CSR activities by respondents as earlier mentioned were activities by companies within the telecommunication industry. This trend can be attributed to the number of adverts these companies' role out on their CSR initiatives. MTN, Vodafone and Tigo Ghana all have programmes on local media channels dubbed MTN Heroes of Change, Vodafone HealthLine and Tigo Shelter for Schools respectively. The top of mind recall of these initiatives is a clear indication that CSR plays a big role in the brand awareness process. Aperia and Back (2004) posits that brand awareness is the extent to which a brand is recognized by potential customers.

The data also confirms Lavidge and Steiner (1961) to be "image advertising" in their discussion on the hierarchy of effects model which focuses on the processes through which a consumer can generate favourable attitudes and feelings towards a product or service and not directly targeting the conative.

4.7 Initiative Enhance Brand Image

This section sought to find out if the initiatives mentioned by respondents do have any level of impact on the brand image of the organisations involved. Perez & Rodriguez del Bosque (2014) opined that within the elements of the hierarchy of effects model which is the affective-cognitive-conative sequence, CSR image can be described as a determinant for corporate image.

When asked whether the respondents think the initiatives they have mentioned can help enhance the brand image of the organisations involved, 95.9% answered yes while 0.6% answered no and 3.5% said they were not sure if the initiative could help enhance the brand image of the organisations involved. The responses are represented in the chart below.

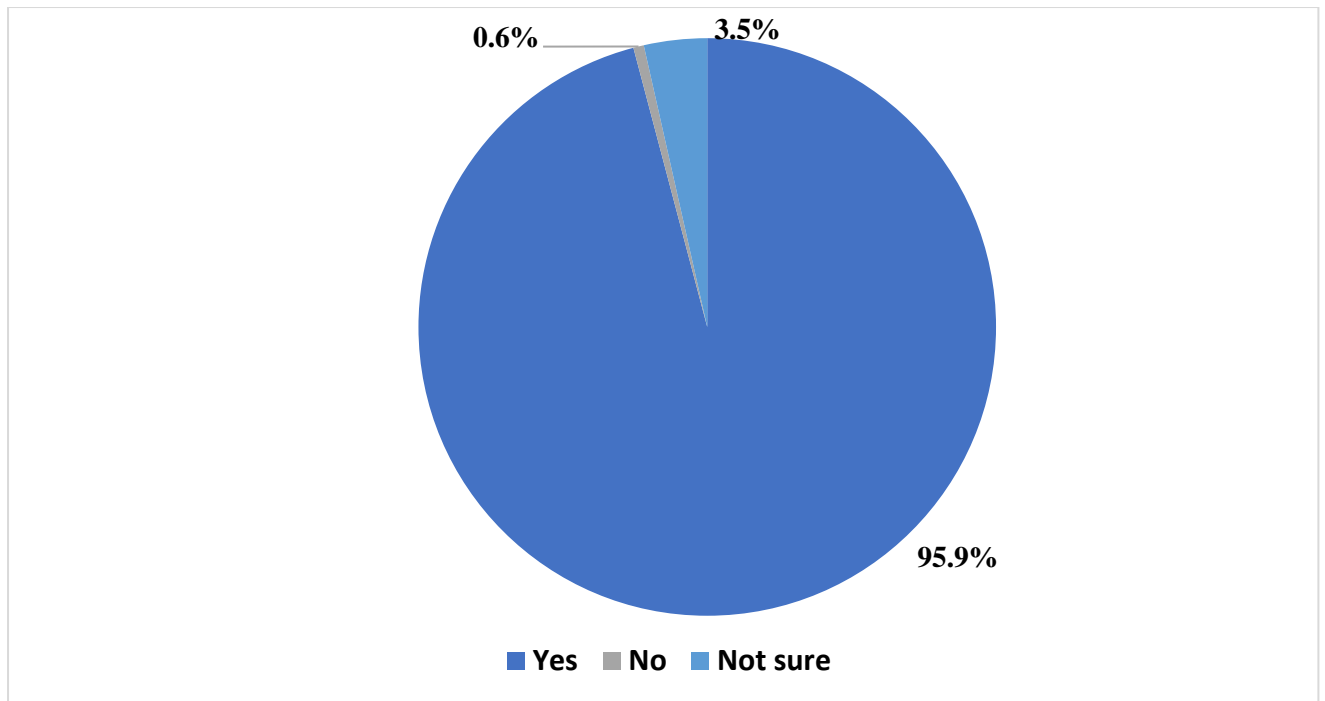


Figure 6: Initiatives enhance brand image

The overwhelming positive feedback suggests that the various CSR initiatives mentioned in figure 9 do help enhance the brand image of the organisations involved. This data again confirms an argument made by Martínez, Perez and Rodriguez Del Bosque (2014) which suggests that CSR has a positive influence on brand image which in turn engages the customer in brand loyalty.

4.8 Good CSR Initiatives

To effectively assess whether initiatives outlined in the national policy framework can be confirmed by respondents as good initiatives, respondents were asked to state what they consider to be a good CSR initiative. The presentation below provides information on what respondents consider as good CSR initiatives. Business arguments on CSR have it that good initiatives give legitimacy to companies within the environments in which they operate.

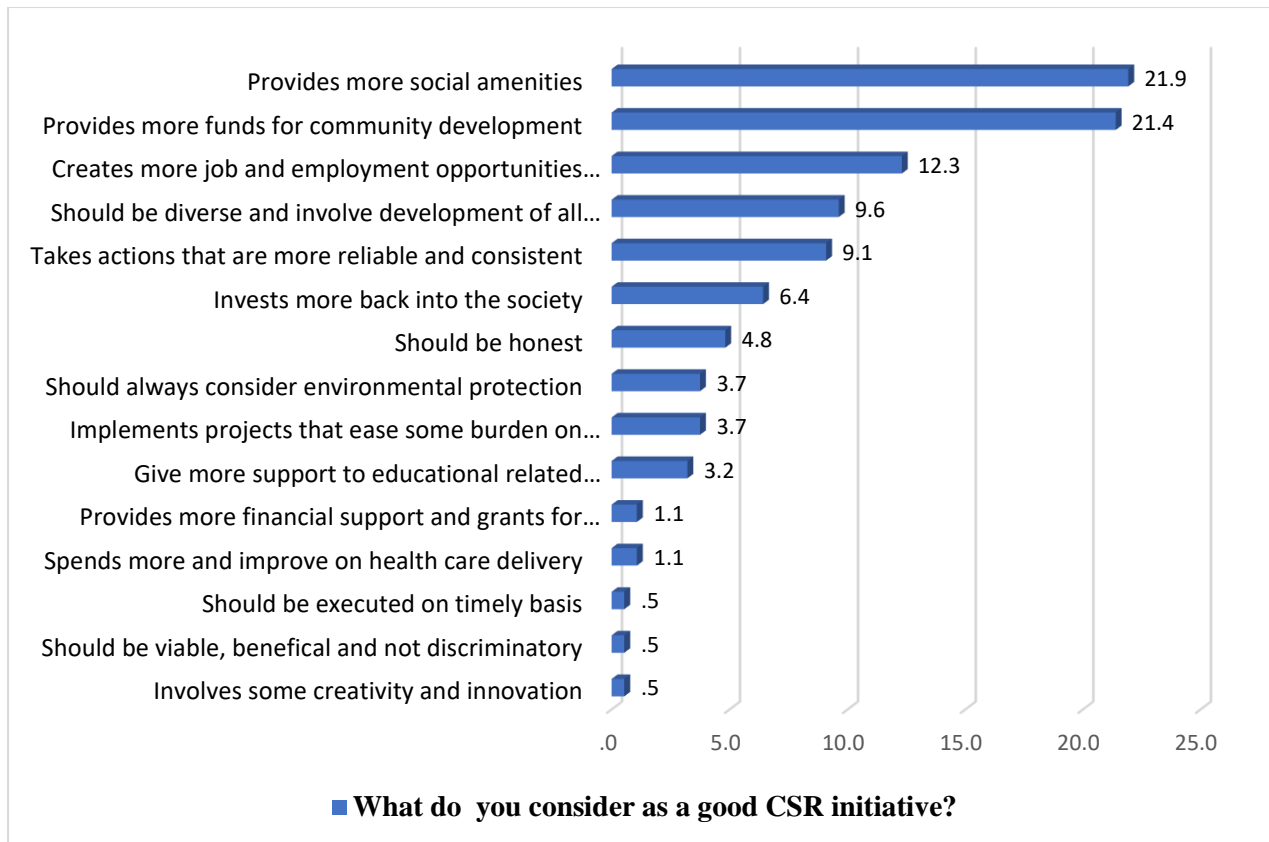


Figure 7: Good CSR initiatives

Data gathered indicates that the following initiatives as mentioned by the respondents as good initiatives featured in the national policy framework. Health care initiative 1.1%, provision of social amenities 21.9% and job creation 12.3%. The others which were mentioned in the policy framework are; support for education 3.2%, environmental protection 3.7% and community development 31.0%. 4.8% said when organisations are honest with its stakeholders; they will consider that as a good CSR initiative. This fits into the third guiding principle of the national policy framework (2014) which talks about ethical behaviour on the part of organisations to run their businesses on the values of honesty, equity and integrity. Initiatives which respondents considered as good but were not outlined in the national policy framework were; provision of financial support for businesses and initiatives that are viable and not discriminatory which represented 0.5% and 1.0% respectively.

4.9 Expectations of Good CSR Initiatives

When respondents were asked what their expectations of a good CSR initiative was, 28.2% said they would expect a good initiative to improve the current education system, 20.4% said the initiative should be sought to reward the community. Also, 15.5% said a good initiative should provide more funds for the community. Other respondents (7.8%) said a good initiative should be accessible to all, delivered on time basis as well as create more jobs for the benefit of the people.

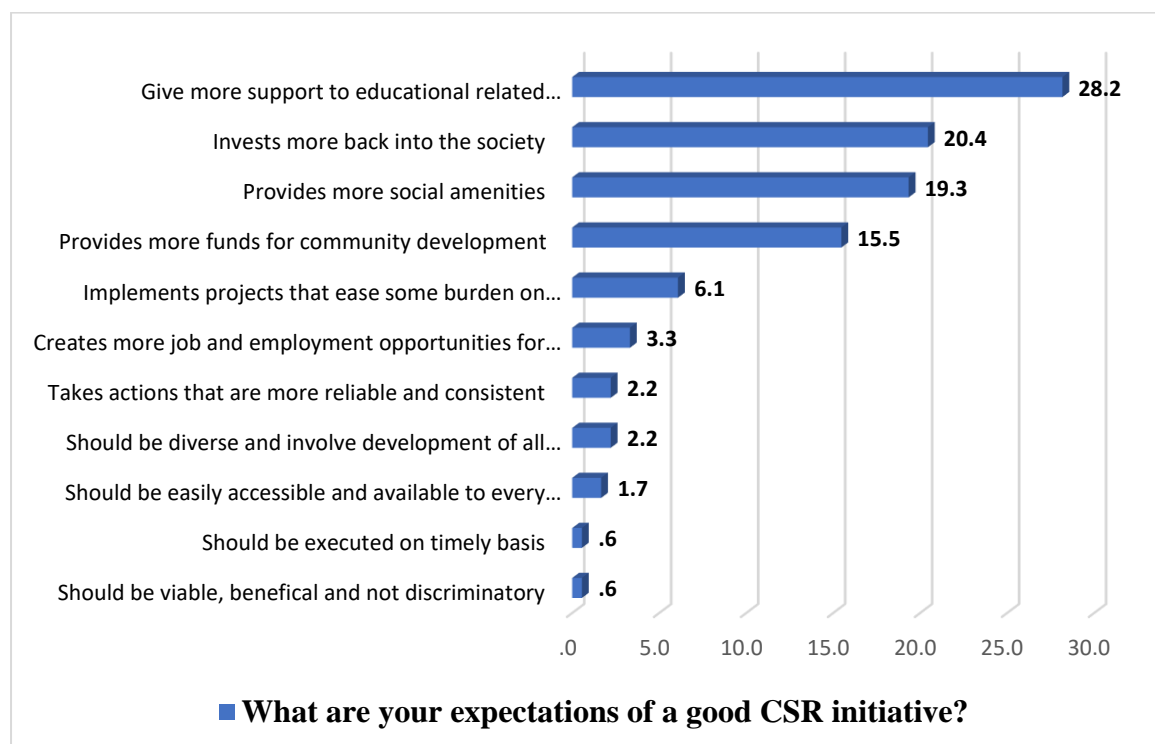


Figure 8: Expectations of good CSR initiatives

4.10 Expectations Met or Not

Respondents were asked if their expectations of a good CSR initiative are already being met by current initiatives in the country. 46.7% of the respondents answered no, 34.5% answered yes while 18.8% said they were not sure if their expectations are being met by current initiatives. The chart below is a representation of the responses

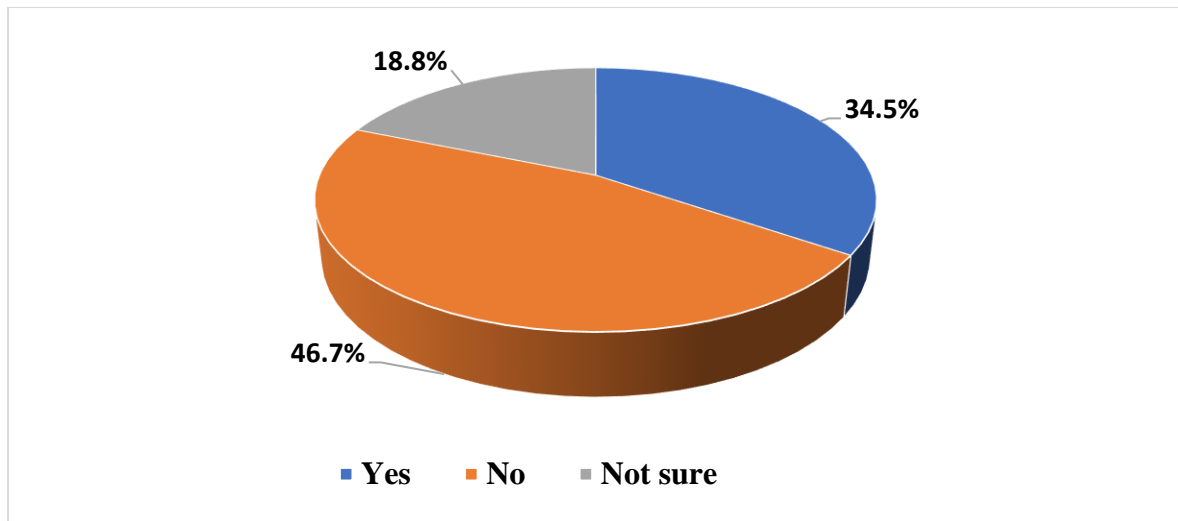


Figure 9: Are respondent's expectations being met

4.11 Knowledge of Ghana National Policy Framework

This section sought to find out the level of awareness of respondents on Ghana's CSR policy framework. The national policy framework serves as a reference document for individuals, advocacy groups and public agencies seeking to hold corporations responsible to their social responsibilities. This means that for individuals such as the respondents to be able to hold corporations responsible to their social responsibilities, they will need to have adequate knowledge of the principles outlined in the policy. The responses are illustrated in the pie chart below.

Although the national policy framework was launched in June 2016, an overwhelming percentage of respondents (77.7%) said they were not aware of the National policy on CSR. Nonetheless, 11.7% answered yes while 10.7% said they were not sure. However, the 11.7% who answered yes could not tell which year the national policy was launched and also could not mention one principle outlined in the policy. This data is a clear indication that the communication strategy recommended by the committee who drafted the policy paper to ensure that stakeholders receive adequate education on the policy has not been implemented.

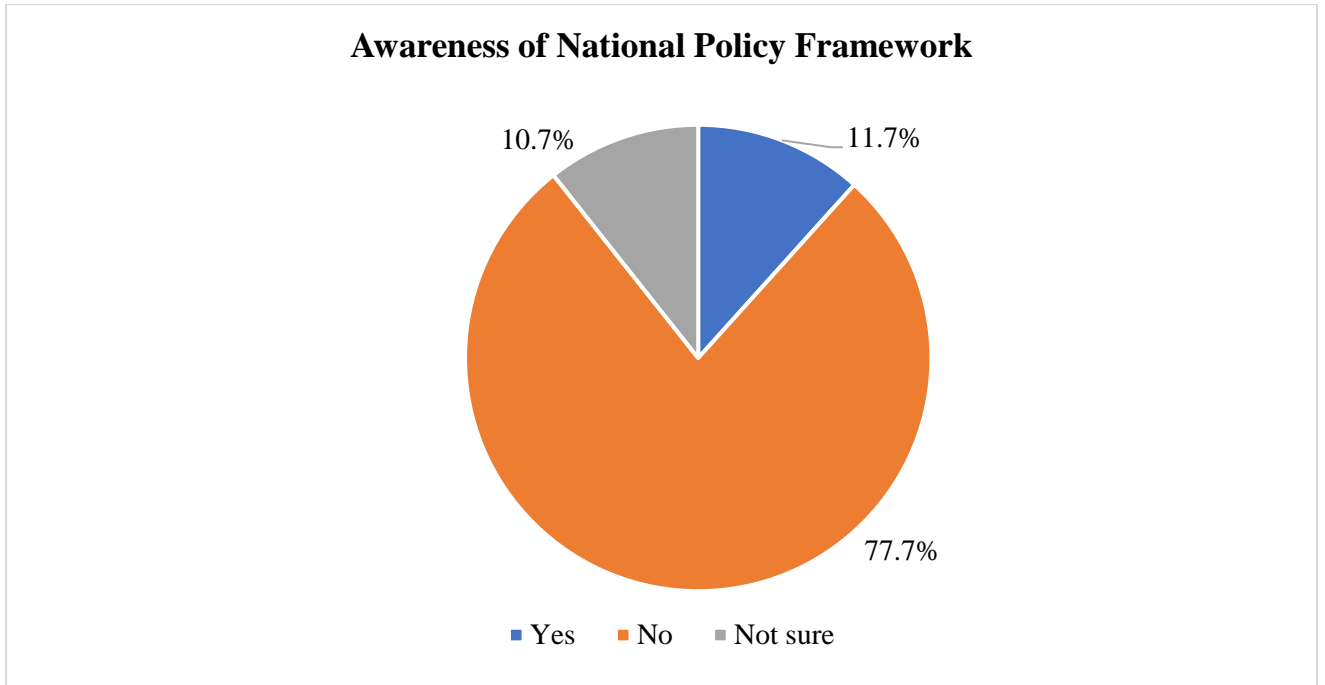


Figure 10: Knowledge about National Policy Framework

4.12 CSR Initiative likely to Evoke Brand Affection

Respondents were asked to indicate as many as possible the type of product or service they frequently consume. This was important because it will help draw the link between the sector from which products or services are mostly consumed and assess if any break in patronage was as a result of companies not acting socially responsible. The chart below is a presentation of the responses.

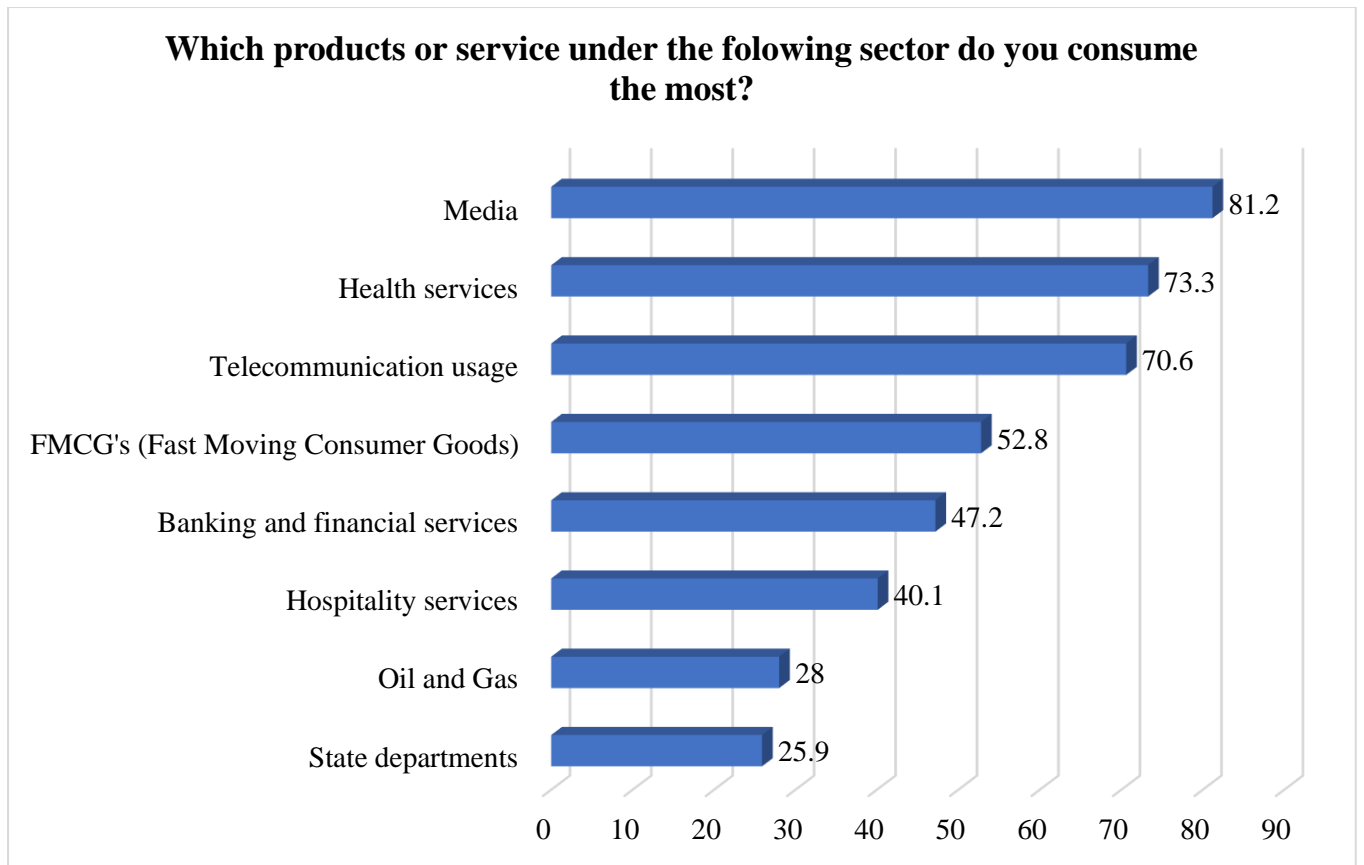


Figure 11: Services and products frequently consumed

The above data indicates that 81.2% of respondents said they consume media products, 73.3% and 70.6% said they consume products and services from the health and telecommunication sector respectively. The others representing 52.8%, 47.2%, 40.1%, 28% and 25.9% said they consume fast moving consumer goods, banking and financial services, hospitality services, oil and gas and services from the state departments respectively. When respondents were asked if they have stopped consuming products or services from the sectors listed above, a bulk number (189) representing 97.4% answered no while 5 of them representing 2.6% answered yes. The pie chart below provides data of their responses.

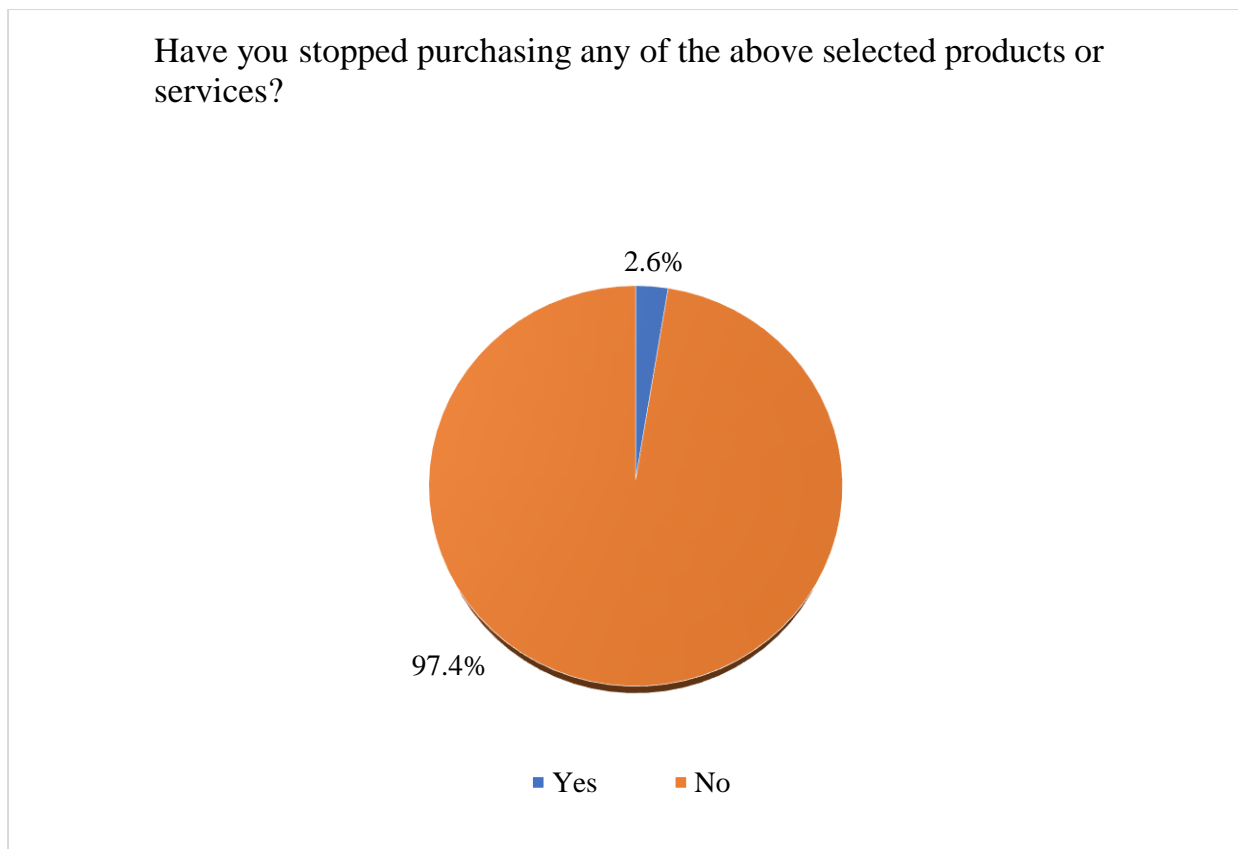


Figure 12: Products and services respondents have stopped purchasing

Respondents (2.6%) indicated that they stopped purchasing products or services from the banking and financial services sector, telecommunication sector and the health sector. All five respondents attributed their decision to poor services being rendered by players within those sectors.

4.13 CSR Initiative Evoke Brand Affection

This section sought to find out if a CSR initiative can have an influence on a consumer. This is important because scholars in the field of marketing have explained that the 4ps (product, packaging, price and place) play a very important role in a consumer’s decision to patronise one product over the other. However, in Lavidge and Steiner (1961) hierarchy of effect model, the affective dimension which is the emotional characteristics of the consumer where CSR fits

is said to generate favourable behaviour towards a product or service. The pie chart below provides information on the feedback.

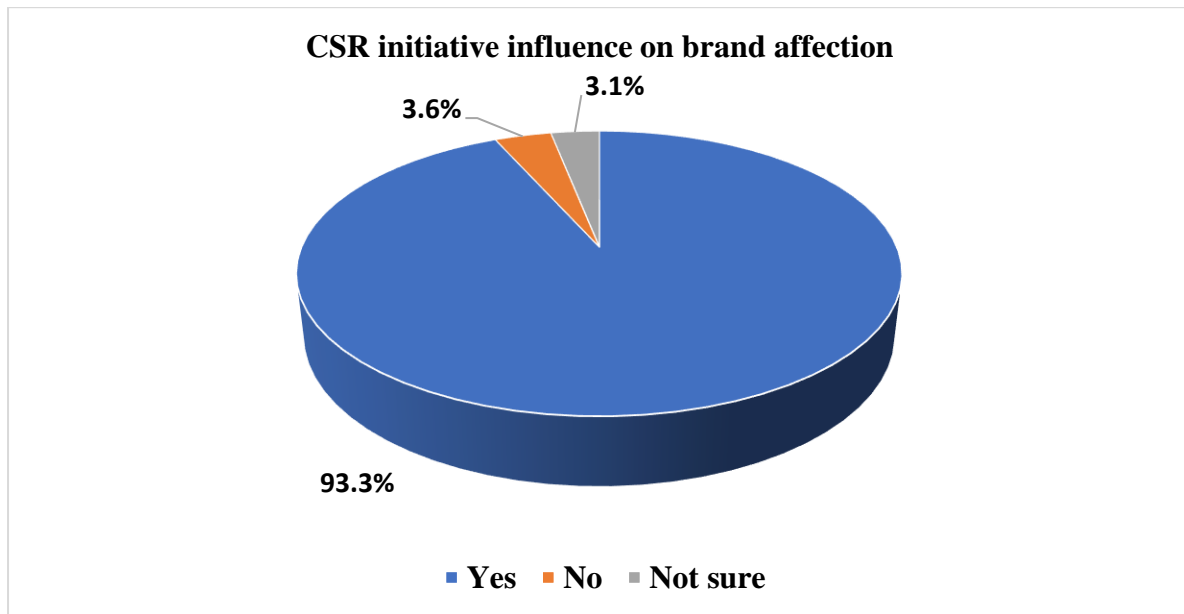


Figure 13: CSR initiatives influence on brand affection

Data above indicates that a bulk percentage of respondents 93.3% said yes, a CSR initiative can influence their affection for a brand, 3.6% answered no while 3.1% answered not sure.

Asked in what ways a CSR initiative could influence their affection for a brand, 96.7% said an initiative can influence them to patronize a product or service, 89.0% and 80.2% said a CSR initiative can influence them to recommend the brand to others and also volunteer to work for the organisation respectively. Also 72.9% and 72.6% said CSR initiative can influence them to invest in an organisation or switch from a competitive brand. Meanwhile, 2.4% said a CSR initiative cannot influence to associate with a brand. The chart below is a presentation of the responses.

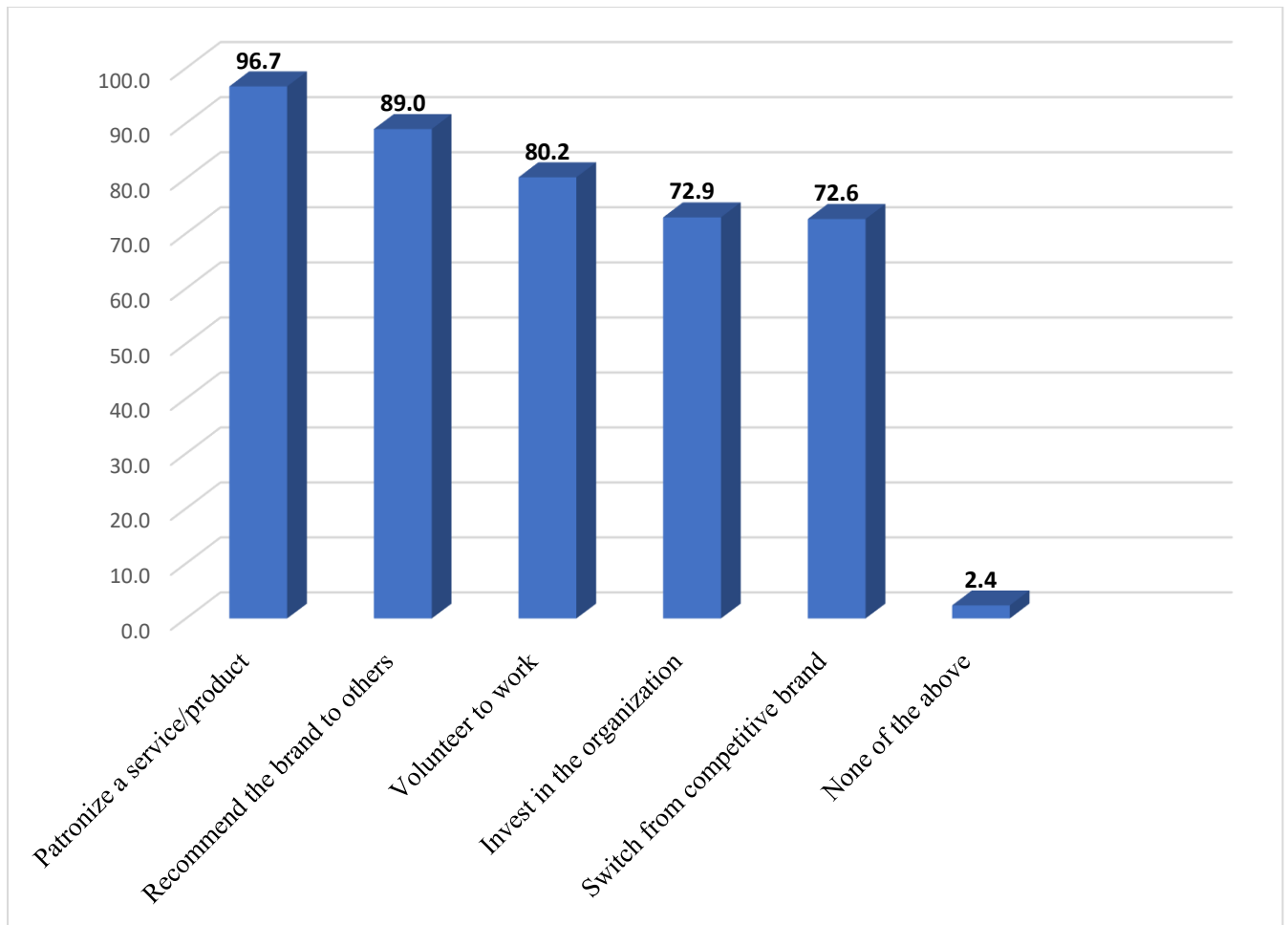


Figure 14: Influence of CSR initiatives

Data presented in Figure 16 is consistent with research findings of a study conducted by Cone in 2007 in America. The study concluded that a CSR initiative can influence a consumer to switch from one brand to another. The data also supports an observation by Perez & Rodriguez del Bosque (2014) that the affective dimension of the hierarchy of effects model where the concept of CSR properly fits in can have an influence the customer's conative characteristic such as purchase or recommendation of a product or service.

4.14 CSR and Brand Recommendation

When respondents were asked if a CSR initiative could influence them to recommend a product or service to another person, majority of them (96.4%) answered yes while a few (3.6%) answered no. The pie chart below provides information on the responses.

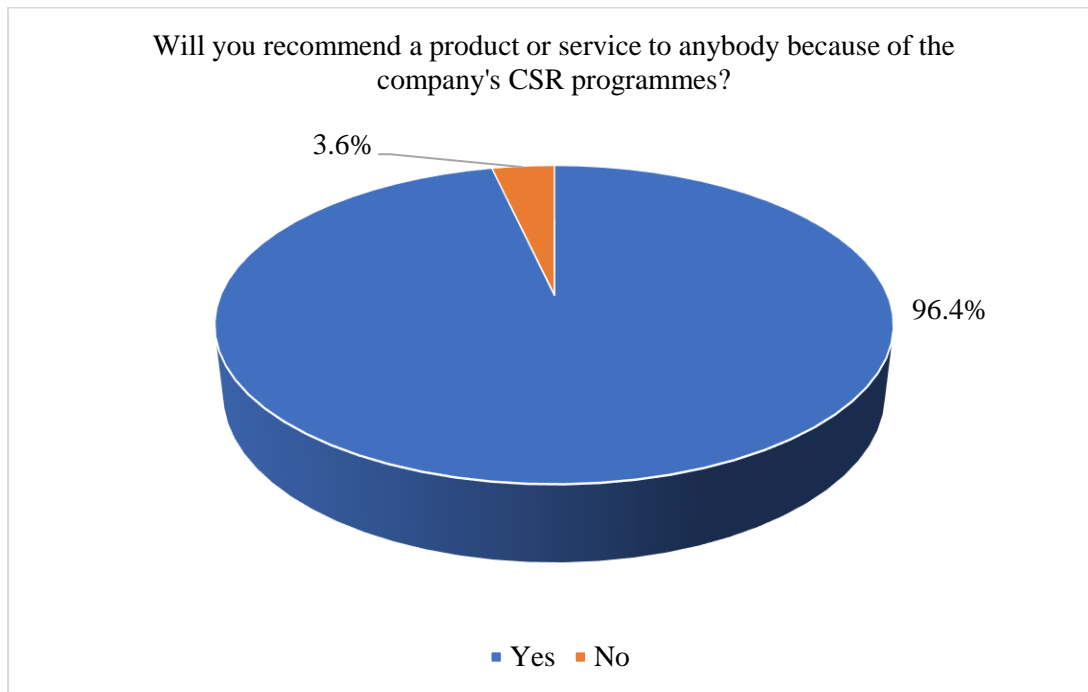


Figure 15: Brand recommendation

4.15 Respondents switching from one Brand to Another

This section sought to find out if respondents have ever switched from one brand to another because of their CSR initiatives. This is important because the objective of this study as earlier stated is to assess whether or not companies that behave socially responsible within the communities in which they operate can have any form of influence on consumers. The chart below represents the responses gathered.

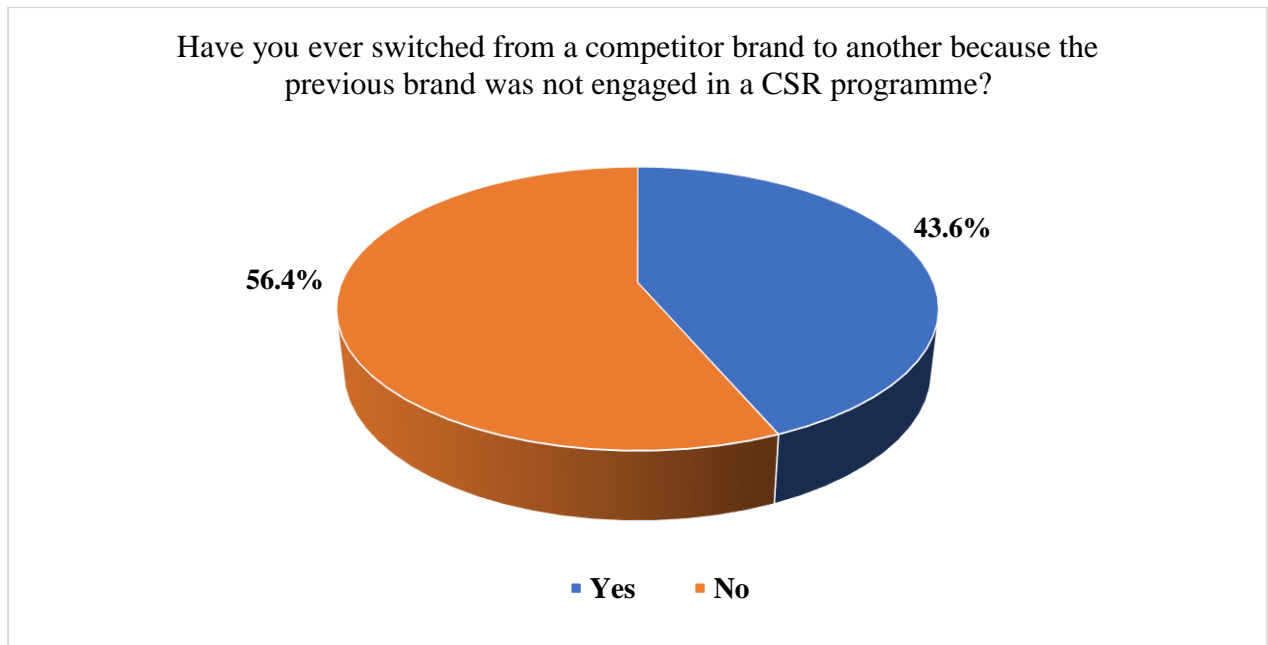


Figure 16: Switching from one brand to another

Data in figure 18 indicates that 36.0% of the respondents said they have switched from a competitor brand to another because the previous brand was not socially responsible while 46.7% said they have never switched from a competitor brand to another because the previous brand was not engaged in a CSR program.

Respondents who said they have switched from one brand to another before, supports an argument by Du, Bhattacharya and Sen (2010). They opined that key stakeholders such as consumers, employees and investors are over the period likely to take actions to reward good corporate citizens and punish the bad ones. One of such punishment per this data is for a consumer to switch from a brand to another because a switch will definitely affect the economic success of the affected brand. It also supports an observation by some scholars that CSR has become a strategic component that affects brand image in a positive way and is therefore considered to be a strategic necessity, rather than something that only contributes to the customer's social value (Crespo, Salmones & Bosque 2005; Cretu & Brodie, 2007; Werther & Chandler, 2005; Wu & Wang, 2014).

When respondents in figure 18 who said they have switched from one brand to another in were asked which brand to switch from and which brand, 35.3% have switched from MTN (1) and Airtel (17) to Tigo, 21 respondents representing 41.2% have switched from Vodafone to MTN whiles 9 respondents representing 17.6% have switched from MTN to Vodafone. The others (2) respondents representing 3.9% said they have switched from GCB Bank to UBA whiles 2.0% have switched from Voltic mineral water to Verna mineral water. The bar chart below is a representation of the responses.

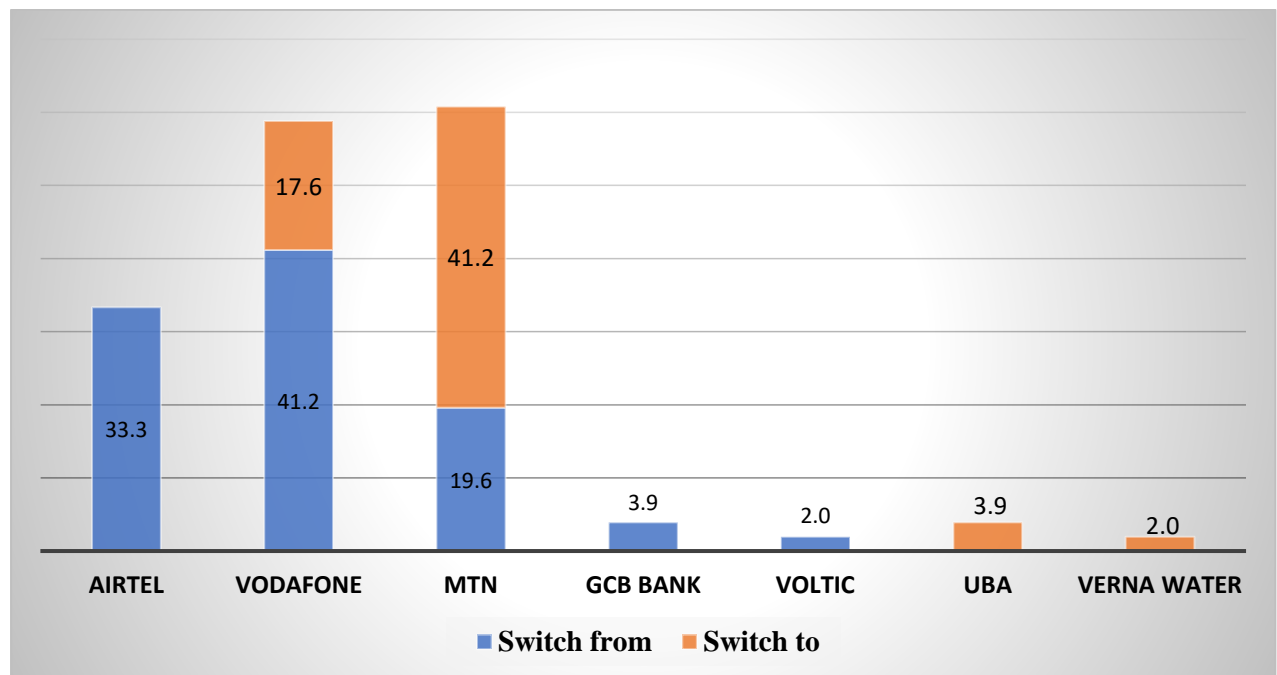


Figure 17: Brands respondents have switched to and from

4.16 Conclusion

This chapter analysed the data collected from the questionnaires. The chapter discovered that CSR plays a critical role in brand recall and association, although factors such as educational level and occupation are also factors that cannot be downplayed. The next chapter is the conclusions and discussions chapter. In that chapter, further explanations will be given to the

analysis made in chapter four. The next chapter will also contain some recommendations for business and future studies in this field of study.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

The aim of this study is to ascertain whether corporate social responsibility has any effect on brand image. It tries to assess its influence on the behaviour of consumers towards a brand.

5.2. Summary

Corporate social responsibility is a concept practiced all over the world to ensure that businesses behave socially responsible in the communities in which they operate. The concept of corporate responsibility has gradually gained currency in Ghana and resulted in the launch of a national policy in 2016 which serves as a reference document for “individuals, advocacy groups and public agencies seeking to hold corporations responsible to their social responsibilities”.

Several studies (Boafo&Kokuma, 2015; Du,Bhattacharya, & Sen, 2010; and Carroll &Shabana, 2010), have been conducted on the concept of corporate social responsibility however, researchers in Ghana have not fully exhausted the effectiveness of the concept on brand image. In this era of global recession, intense competition for loyal customers, and intense pressure from investors in search of financial performance, there is the need for businesses to devise other means of satisfying these demands. The success and failure of businesses, is gradually becoming dependent on good corporate citizenship.

This study dubbed corporate social responsibility effects on brand image was intended to examine the role corporate social responsibility plays in influencing the attitude of consumers towards a brand. The study further explored the level of knowledge consumers have on the concept of corporate social responsibility towards branding.

The hierarchy of effects looks at a multi-stage process which is the cognitive, affective and conative stages consumers go through when a new product or service is introduced to them. The cognitive stage deals with the consumer's thoughts, affective deals with emotions whilst conative deals with the purchasing intentions of the consumer. Corporate social responsibility is communicated by companies through what is termed as "image advertising" which has a significant positive influence on the attitude of consumers towards a brand.

This study was conducted in the Accra Metropolis. A total of 200 respondents drawn from 4 suburbs in the Metropolis. The suburbs were randomly selected. The selected suburbs are Dansoman, Accra Central, Osu and Madina. The stratified sampling method was used to select the suburbs and the respondents within the strata were randomly selected. The study lasted for a period of five months, from June to October 2019 but the field data gathering lasted for three weeks. The data gathering tool was a questionnaire for the collection of quantitative data. The study aimed to achieve the following objectives:

- Explore the practice of Corporate Social Responsibility in Ghana.
- Explore the level of knowledge of the public on Corporate Social Responsibility.
- To explore whether Corporate Social Responsibility evokes brand affection.

5.3. Findings

Majority of the respondents (58.9 %) were male whiles (41.1%) were female. However, the level of education of respondents saw 10.7% having primary education, 36.0% having secondary education and 53.3% had tertiary education. Furthermore, the data revealed that most of the respondents had some level of education. Most of the respondents representing 59.4% were workers and 40.6% were either students or unemployed graduates, indicating that majority of respondents fall within the working class so their knowledge of the concept of corporate social responsibility is high.

The objective of this study was to explore the practice of corporate social responsibility in Ghana. The study showed that most respondents had knowledge on the practice of corporate social responsibility initiatives by some organisations. Key among the sectors where these initiatives are channelled were; education, health and the sports. Also, respondents noted that the initiatives were sponsored by organisations from both the public and private sectors. The respondents were able to easily recall corporate social responsibility initiatives by organisations within the telecommunication industry and this was attributed to the consistent media show of these initiatives by the telecommunication companies.

To effectively assess the role corporate social responsibility plays on consumer's attitude towards a brand, it is important for consumers to have basic knowledge about the concept of corporate social responsibility. Most respondents explained that their understanding of the concept of CSR is when corporate bodies engaged in the provision of social amenities, projects that target the vulnerable groups in the society as well as projects that support the development of infrastructure for public good.

However, the understanding a few had on the concept is organisations implement initiatives that falls out of their economic responsibilities. Respondents indicated that it was extremely important for organisations to practice corporate social responsibility because it has a positive influence on brand image. On the National Policy Framework, most respondents did not have knowledge about the CSR policy framework, however the few who said they knew about the existence of the policy framework could not tell which year it was launched neither were they able to mention one principle in the policy paper.

One of the objectives of this study was to find whether corporate social responsibility can evoke brand affection. Organisations behave socially responsible for several reasons including economic gains and legitimacy. Therefore, it is important to ascertain what level of influence corporate citizenship can have on the consumer. The study revealed that CSR can unequivocally positively influence the attitude of consumers towards a brand. Key among the actions a consumer is likely to take when organisations behave socially responsible, is to purchase the product or service, recommend the brand to others and also switch to a competitive brand.

Although majority of the respondents said a CSR initiative can influence their affection towards a brand, a few respondents said an initiative cannot influence their attitude towards a brand rather quality of service is always their reference point for purchases. It emerged that most respondents are willing to punish bad corporate citizens by switching to a competitive brand and reward good corporate citizens by staying loyal to the brand. This clearly supports the Perez and Rodriguez del Bosque (2014), evaluation of CSR and how it contributes to the generation of favourable attitudes towards a brand.

From the study, it is clear that when organisations communicate their CSR initiatives through what Lavidge and Steiner (1961) calls “image advertising”, it greatly impacts on the affective, cognitive and conative characteristics of the consumer. This means that when consumers are exposed to CSR messages, they go through the various stages in the attitude formation sequence.

5.4 Conclusion

Good corporate citizenship is one of the key factors consumers consider when making decisions on which brand to patronize. Almost all respondents in the study expressed that corporate social responsibility contributes to the development of the country as well as the financial performance and legitimacy of the business operations of each organisation. This clearly supports a study by Du, Bhattacharya and Sen (2010) where they observed that consumers will take favourable actions such as purchasing on products or service in support of good corporate citizens. The study also confirms that CSR plays a role on the affective characteristics of consumers which can lead them to have favourable attitudes towards a brand.

The findings of the study indicate that corporate social responsibility can influence the affective, cognitive and conative attitude of consumers towards a brand which can lead the consumer to act favourably towards a brand. However, not all consumers are influenced by a CSR initiative. This means that although most consumers are likely to be influenced by organisations that act socially responsible, organisations should also focus on the delivery of quality products and services since not all consumers can be influenced by their CSR initiatives.

5.6 Recommendation

Based on the findings of the study, the following recommendations were made to serve as guidelines to ensure the involvement of all organisations in the practice of corporate social responsibility.

Intensifying the practice of corporate social responsibility in Ghana: Organisations should make good use of the National Policy Framework and formulate their internal corporate social responsibility policy. Also, the CSR Policy Secretariat should collaborate with the Registrar General to ensure that organisations sign on to the tenets of the policy before their business registrations are approved.

Enhancing public knowledge on CSR: Organisations should make it a point to effectively communicate their CSR initiatives since that is the safest way for consumers to be aware of their good deeds in the community. Additionally, the CSR Secretariat should ensure that Ghanaians receive much education on the policy framework, clearly most people have little knowledge about the policy paper which can hinder its effectiveness on the practice of corporate social responsibility. Also, organisations should publish their CSR policy so that consumers can easily relate to initiatives they implement and also help form a particular image about the organisation.

Using CSR to increase consumers' affection towards a brand: Organisations should capitalise on the significant value corporate social responsibility adds to the organisation in terms of brand visibility, generation of brand affection and purchase. Furthermore,

organisations should look out for projects that are relevant to the people within the community in which they operate since that will generate favourable attitude towards the brand.

This study has been useful in providing information on the role of corporate social responsibility on brand image, and the extent to which the concept is practiced in Ghana. Further studies should be carried out on the income rates of organisations when they behave socially responsible and when they do not behave socially responsible.

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APPENDIX

RESEARCH QUESTIONNAIRE

TOPIC:

CORPORATE SOCIAL RESPONSIBILITY AND BRANDING: THE GHANAIAN PERSPECTIVE

Hello my name is Harriet N.Y. Opoku, a graduate student at Ghana Institute of Journalism. I crave your indulgence to assist me with my research work by providing responses to this questionnaire.

This study seeks to explore the extent to which Corporate Social Responsibility is practiced in Ghana and whether the concept evokes brand affection.

The individual responses will not be included in or attached to the report. There will be anonymity in the sense that no names of respondents will be given in the report text.

Please complete the questions below:

1. THEME ONE: RESPONDENT'S BACKGROUND (Please tick the box)

a) Gender			
Female	<input type="checkbox"/>	Male	<input type="checkbox"/>

b) Educational Background	
Tertiary Level	<input type="checkbox"/>
Secondary Level	<input type="checkbox"/>
Basic Level	<input type="checkbox"/>

c). Are you a worker?	
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Yes	
No	

2. THEME TWO: RESPONDENTS' KNOWLEDGE ON CORPORATE SOCIAL RESPONSIBILITY (CSR)

a).What is your understanding of corporate social responsibility?

b). Do you think it is important for companies to practice CSR?	
Yes	
No	
Not Sure	

c). If you answer Yes in 2 [c] above, why should they practice CSR? Please give example

d). If you answer No in 2 [c] above, why shouldn't they practice CSR? Please give example

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e). Are you aware of any CSR by any organization?	
Yes	
No	

f). If you answer Yes in 2 [e] above, state the initiative and the sponsoring organization.	
CSR Initiative	Sponsoring Organization

g). Do you think the above initiatives help in any way to enhance the brand image of those companies?	
Yes	
No	
Not Sure	

h). What do you consider as a good CSR initiative?

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i). What are your expectations of a good CSR initiative?

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j). Are these expectations being met by the various organizations in Ghana.

Yes	
No	
Not Sure	

k). Are you aware that Ghana has a National Corporate Social Responsibility Policy?

Yes	
No	
Not Sure	

l). If you answer Yes in 2 [h] above, which year was the Corporate Social Responsibility National Policy Launched?

2010	
2011	
2012	
2013	
2014	
2015	

2016	
Not Sure	

m). If you answer Yes in 2 [h] above, mention one principle of the National policy	

5. THEME THREE: CSR INITIATIVE LIKELY TO EVOKE BRAND AFFECTION

a). Which products or services under the following sector do you consume or access the most? (please tick all that applies)	
Banking and financial services	
Telecommunication usage	
Hospitality services	
FMCG's (Fast Moving Consumer Goods)	
State departments	
Media	
Oil and Gas	
Health services	
Others (please specify)	

b). Have you stopped purchasing any of the above selected products or services?	
Yes	
No	
Not Sure	

c). Which of the sector have you stopped purchasing their products or services?	
Banking and financial services	
Telecommunication usage	
Hospitality services	
FMCG's (Fast Moving Consumer Goods)	
State departments	
Media	
Oil and Gas	
Health service	
Others	

d). If you answer Yes in 5 [b] above, what was the reason for stopping?

Specific Organization	Reasons for stopping
Others	

e). Can a Corporate Social Responsibility (CSR) initiative influence your affection for a brand?	
Yes	
No	
Not Sure	

f). If you answer Yes in 5 [b] above, in what way can a Corporate Social Responsibility (CSR) initiative influence your affection for a brand?	
Patronize a product	
Patronize a service	
Volunteer to work	
Invest in the organisation	
Recommend the brand to others	
Switch from a competitive brand	
None of the above	
Others (please indicate)	

i). Will you recommend a product or service of a company to anyone because of the Company's Corporate Social Responsibility (CSR) program?	
Yes	
No	
Not Sure	

j). Have you ever switched from a competitive brand to another because the previous brand was not engaged in a Corporate Social Responsibility program?	
Yes	
No	
Not Sure	

k). If you answer Yes in 5 [j] above, which brand did you switch from and to what brand?