

**GHANA INSTITUTE OF JOURNALISM**

**SCHOOL OF GRADUATE STUDIES & RESEARCH**

**‘THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES  
ON CONSUMER NEEDS IN GHANA.’**

**BY**

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OF ARTS DEGREE IN DEVELOPMENT COMMUNICATION.**

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## **DECLARATION**

### **STUDENT'S DECLARATION**

I, **DORCAS AMA OFOSU** hereby declares that the work which is presented in this thesis entitled 'The impact of Corporate Social Responsibility activities on consumer needs in Ghana.' is entirely my own original work. The information derived from other source have been duly acknowledged in the text and references provided.

### **SIGNATURE:**



**DATE: 14 December 2021**

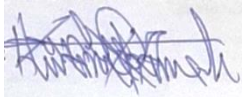
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## **SUPERVISOR'S DECLARATION**

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

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## **DEDICATION**

I dedicate this thesis to the Almighty God for his supremacy over my life and to my family for their support, love and sacrifices towards my education and future.

## **ACKNOWLEDGEMENT**

I would first and foremost thank the Almighty God for his grace in my life. He has protected me and my entire family. He has also seen me through a successful project thesis.

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It was a great privilege and honor to learn under his guidance. I am extremely grateful for what he has offered me throughout this thesis. His patience, his friendship and sense of humor to make this a great experience.

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## **ABSTRACT**

Corporate Social responsibility (CSR) is a business model where organisations create an impact towards their environment, consumers and other stakeholders. This study focuses on the impact of Corporate Social Responsibility (CSR) activities on the consumer needs in Ghana. The objective of this study is to ascertain how CSR activities impact on consumer needs. The study was conducted on a small sample size of consumers of a group of people. This is to find out how CSR activities are carried out in the interest of consumers as well as the impact their needs as consumers.

This study used a qualitative research method which made use of an in-depth interviews with participants. The study also used a qualitative thematic analysis which was used to analyse the results. The results shows that CSR activities have a positive impact on the needs of consumers. It also shows that organisations in having a positive impact on consumers embark on CSR activities that are in the interest of the consumers needs.

## TABLE OF CONTENT

DECLARATIONS.....	i
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT.....	v
TABLE OF CONTENT.....	vi

### CHAPTER 1. INTRODUCTION

1.1 Introduction.....	1
1.2 Background.....	2
1.3 Problem Statement.....	5
1.4 Research Objectives.....	8
1.5 Research Questions.....	8
1.6 Significance of the Study.....	8
1.7 Limitation and Delimitation of Study.....	9
1.7.1 Potential Limitation of Study.....	9
1.7.2 Delimitation of Study.....	9
1.8. Organisation of the Study.....	10

## **CHAPTER 2. LITERATURE REVIEW**

<b>2.0 Introduction.....</b>	<b>12</b>
<b>2.1 Theoretical Review.....</b>	<b>12</b>
<b>2.2. Empirical Review.....</b>	<b>13</b>
<b>2.3. Conceptual Framework.....</b>	<b>16</b>
<b>2.4. History of CSR.....</b>	<b>18</b>
<b>2.5 Stakeholder Theory.....</b>	<b>18</b>
<b>2.6. Legitimacy Theory.....</b>	<b>19</b>
<b>2.7 Theory of Need.....</b>	<b>21</b>
<b>2.7.1. Levels of Needs.....</b>	<b>21</b>

## **CHAPTER 3. METHODOLOGY**

<b>3.1. Introduction.....</b>	<b>25</b>
<b>3.2. Research Method.....</b>	<b>24</b>
<b>3.3. Research Design.....</b>	<b>26</b>
<b>3.4. Population.....</b>	<b>27</b>
<b>3.5 Sampling.....</b>	<b>27</b>

<b>3.5.1 Sample Size.....</b>	<b>27</b>
<b>3.6. Area of Study.....</b>	<b>27</b>
<b>3.7. Data Gathering.....</b>	<b>29</b>
<b>3.8. Data Analysis.....</b>	<b>29</b>

## **CHAPTER 4. DATA FINDINGS AND ANALYSIS**

<b>4.1. Introduction.....</b>	<b>30</b>
<b>4.2 Research Results.....</b>	<b>31</b>
<b>4.2.1 Theme 1: Organisations Request for Needs.....</b>	<b>32</b>
<b>4.2.2 Theme 2: Donations Solve our Problem.....</b>	<b>32</b>
<b>4.2.3. Theme 3: Satisfaction of Need.....</b>	<b>34</b>
<b>4.2.4. Theme4: Expression of Appreciation.....</b>	<b>34</b>
<b>4.3. Findings.....</b>	<b>35</b>
<b>4.4 Discussions.....</b>	<b>37</b>

## **CHAPTER 5. SUMMARY CONCLUSIONS AND RECOMMENDATIONS**

<b>5.1. Introduction.....</b>	<b>40</b>
<b>5.2. Summary of Findings.....</b>	<b>40</b>

<b>5.3. Conclusions.....</b>	<b>41</b>
<b>5.4. Recommendation.....</b>	<b>41</b>
<b>5.5 Recommendation for Future Research.....</b>	<b>42</b>
<b>REFERENCES.....</b>	<b>44</b>
<b>APPENDIX</b>	
<b>Interview Guide.....</b>	<b>50</b>
<b>LIST OF FIGURES</b>	
<b>Figure 2.1 Maslow’s Theory of Hierachy.....</b>	<b>24</b>

## CHAPTER 1

### 1.1 INTRODUCTION

In recent years Corporate Social Responsibility (CSR) has been given attention globally and is increasingly considered vital for organizational success and sustainable growth across industries. According to Hah and Freeman (2014), the definition of CSR was first spelt out by R. Bowen, by then; researchers used the term “social responsibility” (SR) much more than CSR. He refers, SR as business obligations towards the pursuance of policies, decisions and lines of action that are in line with the societal values and objectives. Scholars from then onwards, have given varied definitions of CSR. Bannerjee (2008) defines CSR as the responsibility of organizations for the impact of their actions and assessment on society and the environment through behavior that is ethical and transparent, as well as consistent with the sustainable development and the welfare of the society. From then, corporate responsibility initiatives have been the driving force in societies and business today. It is one of the major concepts that has helped in the growth of businesses. The primary objective of most firms is to maximize the wealth of their organization as well as stakeholders of the organization, therefore it is very important for organizations to embed CSR in their management strategies. One of the reasons why CSR is seen as crucial is because it aids in creating attractive corporate image (CI), which helps businesses in attaining competitive advantage and differentiation (Green & Peloza, 2011).

## 1.2 BACKGROUND

The concept of Corporate Social Responsibility (CSR) was first defined by Bowen (1953) as the obligations of business to pursue policies, to make decisions or to follow lines of action which are desirable in terms of the objectives and values of our society. Historically, CSR has been perceived as a means through which organizations fulfilled their side of a supposed responsibility between themselves and the communities within which they operate. Moreover, from the early stage of the development of the CSR concept, there have been a significant interest of CSR for academic purposes and for organisations as well. Some theorists perceived CSR as actions taken by organizations to better the environments they operate in. According to the E.U Commission, (2002) CSR “is an integrating social, environmental, ethical and human rights concerns into business operations and core strategy in close collaboration with stakeholders on a voluntary basis; commitment to behaving ethically and contributing to improving quality of life in the society in general, and organisation’s obligation to maximise its impact on stakeholders and minimise its negative impact. (Ferrell et al., 2000).

In Ghana, it has become relevant for businesses to be responsible. Most corporate bodies exist to make profits or satisfy shareholders value. However, in achieving this, they may engage in illegal activities at the expense of stakeholders or shareholders of the company. Friedman (1970), states that the only responsibility of business is to utilize its resources and abilities to increase profits for shareholders without breaking the law. McBarnet (2009) opines that engaging in CSR is no longer a voluntary act on the part of businesses but rather companies must practice CSR because there is legal pressure and enforcement. In as much as firms need to be profitable, legal responsibilities requires them to carry out their activities within the confines of the society’s legal structure, derived from its agreed jurisdictions (Helmer & Ståhl, 2009). Baron (2001) also pointed out that CSR may

be considered a profit-maximizing corporation strategy that can also be looked upon as being socially responsible. So many theorist have defined CSR in their own way. Davis (1975) defines CSR in the early days as “Social responsibility is the obligation of decision makers to take actions which protect and improve the welfare of society along with their own interests”. One of the most common constructs of CSR that has been used in the literature and practice for several decades is by Carroll.

(Carroll 1979, 1991). “Corporate social responsibility encompasses the economic, legal, ethical, and discretionary (philanthropic) expectations that society has of organizations at a given point in time” Carrol defines CSR as a pyramid model and terms the four dimensions of CSR as the four faces of corporate citizenship. He explains that the Economic responsibilities of CSR is necessary for corporations to be profitable and grow. The Legal responsibilities requires organizations to operate within the boundaries of laws and national policies. The Ethical responsibilities demands that organizations operate morally, fairly, justly and follow the norms placed on them by society whiles Philanthropic responsibilities oblige organizations to contribute financial and other resources for the welfare of societies and communities. Individuals nowadays consider CSR as a necessity and this has resulted in businesses to define their roles in the four dimensions of CSR. (Onlaor & Rotchanakitumnui 2010).

CSR can result in benefits such as enhanced perception of the corporation, management of risk, increasing the number of loyalty-based consumers based on distinctive ethical values, and implementing policies related to standard and safety policies (Kanji & Chopra, 2010). Wood (1991) suggests that the goal of CSR is to embrace responsibility for the actions of the organization and encourage a positive influence through its actions on the environment, consumers, employees,

communities and all other members of the public sphere. CSR is a broad concept, however this study will be limited to the Philanthropic responsibility of CSR.

According to Carroll the most discretionary subset of CSR activities is the philanthropic responsibilities which is also known as corporate philanthropy. A corporation can do well by doing good if it will strategically implement CSR (Falck & Heblich, 2007). Many studies have supported the fact that corporate philanthropy has pushed organisations to do well in recent times.

Wang and Qian (2011) finds evidence that corporate philanthropy enhanced the corporate financial performance of Chinese firms from 2001 to 2006 and conclude that philanthropic activities help firms to elicit positive stakeholder responses and gain political access. Corporate social actions, if strategically implemented, can be integrally connected to the economic objectives of firms (Porter & Kramer 2002). In other words, corporate philanthropy can help corporations to be profitable and grow. Corporations are able to build reputation which can potentially increase customers' product purchase intentions (Strahilevitz & Myers 1998).

However, a Survey study conducted by Sargeant and Stephenson (1997) shows that most businesses do not seek any gain from their charitable support. Camphel et al. (1999) also confirms that corporate giving is motivated by a sense of social responsibility. Another research also relate the concept of marketing activities with a social dimension in areas such as environment protection, community development, resource conservation and philanthropic giving (Liu & Zhou, 2009). Most of the studies reviewed are consistent with strategic perspective of corporate philanthropy. However, the impact of these philanthropic activities have been left out. Not all philanthropic activities are made to satisfy the needs of consumers.

### **1.2.1 CONSUMER**

The purpose of the existence of most businesses is to sell products or services that consumers are willing to purchase. According to Levvitt (1986) businesses are aimed to create and keep a customer or consumer. A consumer is defined by Walters (1974) as an individual who purchases and has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires. Schiffman & Kanuk (1997), identifies two different types of consumers namely personal and organisational consumers. The personal consumers purchase products and services for personal or household use whiles the organisational consumers on the other hand purchase products and services to run an organisation, including profitable and non-profitable organisations, government organisations and institutions.

If a company is truly market oriented, it will focus its attention and activities on its consumers and their expectations. The actions of such a company arise directly from its customers' needs and wants. The best way for a firm to accomplish its goals over the long run is to satisfying the needs of consumers. Peterson, et al, (2013) defines a need as a conscious feeling of deprivation in a person. In other words, it is something which a customer requires to experience satisfaction. Consumer needs arises from their problems and their own description of a desired product benefit. They often correlate with their values and behavior.

### **1.3 PROBLEM STATEMENT**

Corporate Social Responsibility is a concept which has recently risen to prominence as a management discipline towards the society. This is because Corporate Social Responsibility is a key driver in reputation building. Luetkenhorst, (2004) posits that CSR' activities brings about

positive image in the market and every organization would love to build good reputation and a positive image so as to win the heart of audience. Carroll (1979) also states that, “business encompasses the economic, legal, ethical and discretionary expectations that society has of organisation at a given point in time.” Hence the need for Corporate Social Responsibility. This positive image do not only help in creating a favourable perception in the minds of the consumer but also influence consumer’s decision-making process. Comfort et al (2006) also argues that CSR has several benefits of which improved reputation and brand value is one of the benefits. However, Berger, et. al (2007) claims that the use of CSR is not always positive for companies. They believe that there is a great difference between companies. In some companies customers tend to value CSR activities whiles in other companies the demand for CSR active companies are low.

According to Wall (2010), the traditional view of an organization suggests that its primary responsibility is to its owners, or stakeholders. However, CSR obliges corporations to adopt a broader view of its responsibilities that does not include only it stakeholders, but many other constituencies as well, including employees, suppliers, customers, the local community, local, state, and federal governments, environmental groups, and other special interest groups. Therefore, an investment in CSR should not be seen as an expense, but rather an allocation of resources to strengthen relationships with stakeholders and as a source of gaining competitive advantage.

Kotler and Lee (2005) states that in a societal concept, marketers should balance three considerations when making marketing policies, thus, company profits, consumer desires and society interests. Bhattacharya and Sen (2004) states that among all the stakeholders, one important group that appears to be particular susceptible to a company's Corporate Social Responsibility (CSR) initiatives is it's consumers.

In a study conducted by Mishra and Modi (2013) investigating the belief of consumers with regard to firms' motives in their engagement in CSR activities, the motives were divided into four which includes;

- The firm is seeking rewards for itself,
- The firm is seeking to reward mainly itself, but also its partners,
- The firm is seeking to reward mainly its partners and itself and
- The firm is solely seeking to reward others.

According to the results, only 7% of the participants believed that firms' motives are truly selfless while 29% of the respondents believed that the incorporation of CSR by firms are in their self-interest. The remaining respondents believed that the motives of the firms are mixed. However, Jonikas (2012), suggests that CSR activities can be regarded as futile if the consumers hold the perception that a firm's motive is out of self-interest. This makes the perception of consumers on firms' motives of great importance. Most companies still do not know how to implement their CSR programs to the interest of consumers making them zero impactful.

Kotler (1984) states that the key to achieving organizational goals consists in determining the needs and wants of the target markets. However, if the needs and wants of consumers are not met to their satisfaction does it still make any impact? .Remišová and Búciová (2012) also posits that the reactions of consumers to CSR are not straightforward and not obvious as suggested by the marketplace. Therefore, this study tends to examine whether or not CSR programs specifically philanthropic activities are fulfilled in the interest of consumers to satisfy their needs as well as the impact of the consumer needs satisfaction.

## **1.4 RESEARCH OBJECTIVE**

The aim of this study is to examine the impact of CSR activities specifically philanthropic activities on consumer needs.

- To find out whether CSR activities are carried out in the interest of consumer needs.
- To find out the benefits of CSR activities to consumer needs.
- To find out how consumers express satisfaction of their needs through CSR activities.

## **1.5 RESEARCH QUESTIONS**

- How are CSR activities carried out in the interest of consumer needs?
- How does the CSR activities benefit the needs of the consumers?
- How do consumers express satisfaction for needs met through CSR activities?

## **1.6 SIGNIFICANCE OF STUDY**

The purpose of this study is to examine the extent to which corporate social responsibility (CSR) influences consumer needs in Ghana. It focuses on analyzing consumer needs in the light of corporate philanthropy and to determine via the collection and analysis of data, how such social corporate involvement impacts on consumer needs. The research seeks to determine whether organisations will be able to satisfy consumers through their needs by involving philanthropic activities of corporate social responsibility. In this case, the research intends to find out if by strategically investing in corporate philanthropy to satisfy consumer needs, will the satisfaction of the consumer influence and as well build a good reputation of the organization. This will help and

guide organisations on how to implore their corporate philanthropic activities to get the attention of consumers.

## **1.7 LIMITATION AND DELIMITATION OF STUDY**

The main objective of the study is to analyze the impact of corporate social responsibility on consumer needs. It seeks to examine corporate philanthropy and its impact on the consumer needs. The study will take into consideration corporate Philanthropy, Consumer needs as well as the motive behind organizations corporate Philanthropy. However, there are limits to this study.

### **1.7.1 Potential Limitations of Study**

- Potential limitations of this study may include some respondent not giving accurate information and figures of items from philanthropic activities towards them.
- Again, since the study will implore a qualitative research method using interviews, the researcher may be limited to accessing the respondent and their time for interviews due to their various schedules.
- Another limitation may be that the sample size may be too small which will be difficult to identify relationships from the data.

### **1.7.2 Delimitation of Study**

This study seeks to examine the impacts of CSR on consumer needs in Ghana. However, it will be limited to few organisations in Accra as consumers and not extend to other regions. This is because

the data collected will be huge and it will be very difficult to make an analysis of it. Corporate social responsibility (CSR) is a broad concept therefore this study will not look at all the four responsibilities as identified by Carroll (1999) but will be limited to the Philanthropic responsibilities of CSR. This study will also not investigate the correlation between CSR and financial performance even though Wang and Qian (2011) document it in their study since the study is looking at the impact on the consumer needs.

The study will not use a quantitative research method. This is because the research tends to get an in-depth knowledge about the subject matter. Therefore, a quantitative approach will not give us that in-depth information we seek.

## **1.8 ORGANISATION OF THE STUDY**

This thesis consist of five chapters and this is outlined below. It starts with an introduction, followed by literature review, methodology, Data analysis and Conclusion.

### **1.8.1 Introduction**

This study presents a background of CSR. It starts with an introduction of the subject, further to a problem discussion and identifying research objectives as well as research questions. Finally, the importance of this study is discussed with the limitation and delimitation of the study.

### **1.8.2 Literature Review**

This chapter reviews previous research works including theories concerning the concept of CSR. It starts with theories regarding why companies engage in CSR and it also explains the various variables and the relationship between the variables used in the study.

### **1.8.3 Methodology**

This chapter presents the methodology applied in this study. It starts with the research purpose, followed by the research approach. Moreover, the data collection method is described in this chapter as well as the sample selection used.

### **1.8.4 Data Analysis**

In this chapter, the data collected is analysed and interpreted to draw summaries and conclusions. This conclusion is to show the significance of the research work done. Recommendations are deduced from the conclusion made for future research.

### **1.8.5 Conclusion**

This is chapter answers the research questions and presents findings and conclusion of the study.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter seeks to gather information on the research topic ‘The impact of Corporate Social Responsibility activities on Consumer needs in Ghana’, elaborating much into the various key words and theories used in analysing the research study and the relationship between the key words.

#### **2.1 THEORETICAL REVIEW**

CSR should be understood as a broad concept in the corporate world. KPMG (2008) uses the term ‘corporate’ to describe the ethical, economic, environmental and social impacts and issues that concern the private sectors. Carroll’s (1999) framework is significant as the most widely accepted and most used framework to explain this concept. Many definitions have been given for CSR, but the most common and most conclusive definition is Carroll's (1979) definition that identified four main responsibilities organizations should fulfill: economic, legal, ethical and discretionary that is also known as philanthropic responsibilities (Nochai & Nochai 2014; Saleh et al. 2015). Russo and Perrini (2009) suggested the use of theories to investigate CSR. He said that, CSR in large firms should be based on stakeholder theory while CSR in SMEs, should be understood through the application of social capital theory.

Later, they modified the above conclusion and restated that social capital and stakeholder theory should be taken as alternative ways of explaining CSR in large organizations and SMEs. To object

to this conclusion, even though CSR is better explained by these two theories Stakeholder theory and social capital theory, it does not ensure legitimacy between the company and its stakeholders. That is being socially accepted in the environment in which they operate. Suchman (1995) defines Legitimacy as a generalized perception or assumption that the actions of an entity are desirable, proper or appropriate within some socially constructed system of norms, values, beliefs and definitions. Companies should be socially accepted by the society they operate within as they seek to create value to stakeholders. Hence Legitimacy theory. Park et al (2014) posits that CSR is an integral part of the strategies of an organization. If businesses build solid CSR measures, a positive image could be developed of the business to its stakeholders.

Moreover, consumer need is best explained by Abraham Maslow's theory of need. For academic purposes, authors adapt Maslow's Motivation need theory to explain the consumer needs to tailor marketing messages to consumers.

## **2.2 EMPIRICAL REVIEW**

According to Wood (1991), the basic idea of corporate social responsibility is that business and society are interwoven rather than separate entities'. Individuals now consider CSR as a necessity and this belief has resulted in businesses which have been expected to define their roles in society in applying social, ethical, and legal responsibilities to their operations (Onlaor & Rotchanakitumnui 2010). Organizations can improve their corporate prestige by fulfilling their CSR because its' activities can strengthen prestige, promote consumers' impression of them, increase trust between organizations and consumers, and influence consumers' purchasing behavior (Nochai & Nochai 2014).

In recent times, research indicates that consumers now care about CSR. This has led to the increased participation of companies in CSR activities. Consumers now have expectations that firms will have high degrees of CSR. This agrees with a research made by Boulouta and Pitelis (2014) that approximately 90% of buyers regard corporate responsibility as a factor in their purchasing as well as consumption behaviors. In another study carried out by Homburg, et. al (2013) findings indicate that a majority of the persons interviewed had expectations of a fairly high degree of CSR. Schreck, van Aaken and Donaldson (2013) also mentions that firms incorporate CSR because its various stakeholders care, thus providing incentives for firms to focus on CSR. However, the reasons for CSR incorporation into a firm, includes the adoption of CSR as an obligation, forceful adoption or as a voluntary activity. (Chun, Qiang & Hao 2013)

According to Calabrese, et al, (2013) the motivation behind the adoption of CSR can be caused by internal or external influence or negative and positive factors. Pérez and Rodríguez del Bosque (2013) also points out that internal drive towards the adoption of CSR may come from employees, the management, directors and shareholders because of the existence of individual values and vision of ethics and sustainable development. This is further asserted by Mahoney (2012) in the statement that an increasing number of firms execute CSR due to ethical and intrinsic convictions thereby developing the intentions of good citizenship. However, the external driving forces on the other hand may be positive or negative and may come from the demand by shareholders for the adoption of CSR.

Mullerat (2010) notes that CSR, as many other concepts, can be twisted and used only as a PR tool. As Visser and Tolhurst (2010) say: “it will allow companies to feel good about themselves, while communities crumble, ecosystems collapse and economies descend into chaos” CSR

Nevertheless can also be well integrated into company's operations in a belief that corporations should be sincerely involved in social issues

There are great benefits to CSR activities. Research indicates that companies have acknowledged that CSR is strongly linked to firms' financial performance and increased profitability is their ultimate goal. According to Lutz (2011) CSR result in an increased willingness of consumers to purchase products at a premium cost, customer loyalty and a lower risk of loss of reputation when a firm is faced with a crisis. Other outstanding benefits of CSR may include increased purchase intentions, positive valuations of the company, resilience to company's negative information and so on.

Arli and Lasmono, (2010) agrees that most studies have shown a positive association of the consumer's perception of CSR in developed economies and depicts that consumers are interested in and aware of CSR activities as well as use them as a purchasing criteria. However, a low level of awareness does not result in a positive response to those activities (Tian et al., 2011; Pomeroy & Dolnicar, 2009; Auger et al., 2003). Server-Frances and Piqueras-Tomas (2019) also shows that consumer-oriented CSR activities can improve trust on the part of the consumer, so influencing their commitment. They explained that given the impact of the financial crisis on the current economic climate, which may have weakened consumers' trust in, and commitment to the organisation, it is a particularly important time for businesses to strengthen their CSR policies and actions. The results of these actions will increase the consumer's perception of value. And this will be rewarded by a consumer who is satisfied and loyal to the brand.

However, Eshra and Beshir (2017) concludes in their study that there is an insignificant relation between consumer buying behavior and CSR elements. "Egyptian consumers do not think about any of the CSR elements when they take their buying decision. Due to the low level of income,

Egyptians do not consider elements of CSR, but they only consider prices concerning purchasing decisions”.

CSR has many forms of which Corporate Philanthropy is part as Carroll (1979) explained. Kotler and Lee (2005) described Corporate Philanthropy as the subdivision of CSR and defined it as, “the direct giving by a company to a charity or cause, in the form of cash, donations and/or in-kind services”. Idrees, et. al (2021) concludes in their study that philanthropy plays a vital role in the improvement of society. If a company is more actively working for the welfare of a particular society, the more favorable opinions are generated about that company by the consumers. This study also recommends that if companies develop trust in its consumers, then the relation between reciprocity and consumer behavior is also enhanced. Corporate Philanthropy also helps to build a company’s reputation. Consumer patronage behavior will increase when a company succeeds in building its positive reputation.

However, Gołaszewska-Kaczan (2009) with all these benefits of CSR raises numerous economic arguments opposing the benefits of corporate social responsibility. He first points out that the focus of a company should be on increasing profitability for the benefit of only the shareholders and argues that social activities take the attention away from their earnings. Allocating their capital to CSR instead of research and development might put the company at a disadvantage in relation to its competitors. He also brings up that the interests of various stakeholders might be at conflict with each other and the enterprise will always have to choose one’s needs over the others’

Boccia (2019) suggested that as time goes by, a stronger relationship will develop between the consumer’s behavior and Corporate Philanthropy and have an influence upon the management of companies. There exists a positive association between philanthropic activities of companies and consumers’ behavior and responses towards those companies and their products. Margareth. D. &

Chrisjatmiko K. (2018) research also shows that philanthropic responsibility positively influence the customer purchase behavior, and the customer purchase behavior positively influence customer loyalty. Corporate Philanthropy is very impactful during crises. Yelkikalan and Kose (2012) shares that during a crisis, CSR can become an opportunity for firms to relocate their business to a better position. For example, Gao et al. (2012) finds that donation announcements to the 2008 Wenchuan earthquake were associated with positive market reaction in China. Giannarakis and Theotoka (2011) use the Global Report Initiative (GRI) guidelines to evaluate the CSR reports of 112 firms between 2007 and 2010 and find better CSR performance for these firms before and during the 2008 financial crisis than for the 2009-2010 period.

### **2.3 CONCEPTUAL FRAMEWORK**

CSR is an organizational operation linked to its assumed responsibilities to society or stakeholders. CSR refers to the responsibilities of a business to support and protect the business's best aspirations and the good of society. The CSR operation covers integration initiatives, composting services, societal/regional outreach programs, and contributions to charity events. CSR helps a corporation to align its business priorities with social progress, which eventually contributes to the company's sustainable development.

According to Abraham Maslows (1943) theory of needs people act to satisfy their unmet needs. They are more likely to choose products that meet their needs than ones that meet their wants. Dean (2003) concludes in his study that when the consumer is involved with a cause, charitable donation is a way for firms to demonstrate that they are committed to issues that resonate with their customers. Therefore, Corporate Philanthropy should satisfy the needs of the consumer not

the many of their want. Philanthropic activities without making an impact can cause little or no impact on the consumer as well as the firm, being it financial or reputational performance. Consumer awareness, knowledge and perception of CSR activities may serve as an added advantage for a company. Consumer awareness of CSR activities is a precondition of its benefits, such as a positive response (Sen & Bhattacharya, 2001) customer– company congruence (Sen & Bhattacharya, 2001) and purchase intention (Lee & Shin, 2010; Wigley, 2008) Information search evaluation (attitude, beliefs). Research indicates a positive association between CSR activities and consumer attitudes toward the company (Brown and Dacin, 1997; Ellen et al., 2006; Creyer & Ross, 1997). Most of the consumer behavior studies are based on cognitive paradigms and assess the consequences of the various stages of the consumer decision-making process: need recognition, information search, evaluation of alternatives, purchase and post-purchase behavior. Moreover, only a few studies have followed this sequence explicitly.

## **2.4 HISTORY OF CSR**

"The phrase Corporate Social Responsibility was coined in 1953 with the publication of Bowen's Social Responsibility of Businessmen" (Corporate watch report, 2006). The evolution of CSR is as old as trade and business for any of corporation. Industrialization and impact of businesses on the society led to a complete new vision. By 80's and 90's CSR was taken into discussion, the first company to implement CSR was Shell in 1998. (Corporate watch report, 2006) With well informed and educated general people it has become a threat to the corporate and CSR is the solution to it. In 1990, CSR was standard in the industry with companies like Price Waterhouse Copper and KPMG. In the US within the 1950s, informative research materials which offered concepts that

relates to corporate social responsibility were developed to settle the problems of businesses and society.

## **2.5 STAKEHOLDER THEORY**

Stakeholder theory has become one of the popular concepts of corporate social responsibility (CSR). There is a close link between stakeholder theory and the concept of CSR. The stakeholder theory can offer businesses a way to show responsibility towards a society by focusing on certain groups within a complex concept of the society. Edward Freeman, one of the intellectual fathers of the stakeholder approach, argues stakeholder thinking and CSR as one thing. Therefore, Freeman and Velamuri (2008) propose to replace the term “corporate social responsibility” with “company stakeholder responsibility”.

According to Freeman (2010), stakeholder theory suggests that, the purpose of a business is to create as much value as possible for stakeholders. In order to succeed and be sustainable over time, executives must keep the interests of customers, suppliers, employees, communities and shareholders aligned and going in the same direction. Orts and Strudler (2002) suggests that stakeholder theory is “a rhetorical response” to financial theories that assert that firms should focus solely on maximizing the economic interests of shareholders.

Thus, the performance of a company is no longer to be accessed by their financial performance but an overall contribution towards society. A socially responsible firm engages the legitimate interests of all appropriate stakeholders following this theory. In other words, a firm should balance a multiplicity of interests of its stockholders in the establishment of organizational structures, general policies and decision making. A firm should have a set of values that should correspond

to its core competencies so that it can provide exactly the specific support to its stakeholders according to its competencies. In accordance to Dundee (2008), he considers the core values of a firm as essential in managing stakeholder demands. However, Key (1999) argues that stakeholder theory lacks specificity and thus, cannot be operationalized in a way that allows scientific inspection.

## **2.6 LEGITIMACY THEORY**

Cornelissen (2011) defines legitimacy as a “social acceptance”, which is a result that comes from behaving in a way that promotes and builds trust between the company and the community by adhering to the community’s norms and values, rules and regulations of a society. Suchman (1995) also considers that “Legitimacy is a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions”.

According to this theory, for a business entity to legitimately operate in a society depends on a social contract between the business entity and the society. Accordingly, legitimacy theory predicts that companies adopt environmental and social responsibility reporting to legitimize their operations when society’s norms and expectations of the business entities change or the business entities perceive themselves in breach of existing norms and expectations of society (Deegan 2002; Deegan & Blomquist 2006; O’Donovan 2002). Business are legitimized in a society when its operations fall in line with society’s norms and expectations. Organisation will have to justify its existence through legitimate economic and social actions that do not jeopardize the existence of the society in which it carries on. However, in a situation when the organisation's activities do not

respect the moral values, the organisation is severely sanctioned by the society. These sanctions may even lead to the failure of the organisation.

## **2.7 THEORY OF NEED**

The purpose of business is to sell products or services that consumers are willing to purchase. According to Levvitt (1986) businesses are aimed to create and keep a customer or consumer. Walters (1974) defines a consumer as an individual who purchases and has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires." The best way for a firm to accomplish its goals over the long run is to satisfying the needs of consumers. Consumer needs is best explained by Abraham Maslows Theory. Mulwa (2008) states that Abraham Maslow's theory of needs is specifically built on the idea that human behaviour is really motivated by the simple desire to meet specific human needs in the society.

Abraham Maslow's hierarchy of needs helps organisations to identify the needs of consumers so as to be able to satisfy them. This theory shows five levels of human needs in the society. These needs of people as articulated by Abraham Maslow strengthen human desire to address people's needs with a view to improving the living conditions of people in various social settings in human environment. The focus of the need theory explains how people's attitude is stimulated by human desire to meet certain human needs in various communities in the society. However, this need theory can be used as a method of assessing needs in various communities in a society. The theory emphasizes that there are certain basic needs which must be met before other needs can be considered in various communities. Therefore, organisations to be able to identify the needs of

consumers in a community can rely on this theory in order to address human needs to improving people's living conditioning in various communities. However, this theory has been criticized. Some researchers also believe that human needs do not follow a hierarchy.

### **2.7.1 LEVELS OF NEEDS**

**1. Physiological Needs:** This level is the Physiology needs which are human basic needs critical for human living in various participating communities in the society. According to Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) physiological needs include basic needs such as food, water, shelter, sleep, clothing and reproduction. Human basic needs are very important for survival and sustainability of human race in the society. Some needs help to keep people alive in the society. It is obvious that without physiological needs life will not only be difficult, but will go into extinction in the society.

**2. Safety Needs:** Safety needs or security needs deal with protection and survival from chaotic situations, social disorder, social disturbance and physical dangers in human environment. Examples of such situations are communal crises, conflicts, wars, clashes, civil disturbance, riots, militancy, terrorism, kidnapping, armed robbery, killings among others which usually threaten peaceful co-existence and harmonious living of people in various communities in the society in the contemporary human environment. Examples of physical dangers are flood disasters, fire disasters, earthquake, earth tremor among other natural disasters in human society. Santrock (2001) states that the emphasis of safety needs on an ensuring survival of people in such a situation as protection from war and crime. Indeed, these situations are characterized by a lot of uncertainties that threaten peaceful co-existence of people in various communities in the society.

**3. Need for Love, affection and Belonging:** This level is need for love and to be part of a group family group, peer group, friendship group. When people in various communities feel secured and safe enough in an environment the tendency is that they feel the need to identify and belong to a social organization of family, community, community based organization among others in the society. This, undoubtedly, helps them to contribute reasonably to community development in the society. According to Mulwa (2008) when people feel reasonably safe, that is when they tend to worry about belonging to a social group where they can love and be loved in the society. Anyanwu, et al (1985) clearly state that love and belonging also indicate the need to be a part of a group such as family, group of colleagues in a workplace, friendship, social group among others in the society.

**4. Esteem Needs:** This level is the need for self-worth, respect, status, recognition, reputation, admiration and self-confidence. Onah (2015) asserts that when people achieve their social needs that they focus attention on such matters as reputation, recognition, self-esteem and prestige or self-worth, self-respect, status, among others that give people strong confidence to participate in activities that will certainly improve their living conditions in their various communities in the society. Anyanwu et al (1985) also claims that esteem and prestige needs are usually sought when a person actually feels secured in a society.

**5. Self-Actualisation:** Self-actualisation which is the fifth level of need in Abraham Maslow's hierarchy of needs deals with the desire of people to develop their talents and potential that are hidden in them in the society. Onah (2015) perceives self-actualisation as self-fulfillment, the need to develop a person's full potential in order to enable him or her to become the best that he or she

is capable of being in the society. This becomes a reality when people develop the desire to exploit all the talents, gifts and potential that are hidden in them in the society. It also encourages people to be innovative in their various social settings in order to improve their living conditions in the society.



Source: Maslow (1954)

Figure 2.1 Maslow's Theory of Hierachy

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

In this chapter, the researcher discusses the methodology and research design chosen together with the justification for the techniques chosen. The design comprises the research method, sampling, data collection as well as research analysis.

#### **3.2 RESEARCH METHOD**

There are basically two types of research methods that are often used in most studies. This includes qualitative and quantitative research. Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. This method answers the how, the why questions and involves the collection of data among few respondents mostly using interviews. The method follows the interpretivist philosophy and therefore upholds all the assumptions of its assumptions. According to Leitch, Hill and Harrison, (2010) interpretations philosophy considers that numerous realities exist given that knowledge is relative and the aim of the researcher is to work with others in making sense of circumstances, drawing realities from them and making realities for the purpose of comprehending their viewpoints and interpreting the experiences in accordance with the academic experience of the researcher. Under this perspective, it is of importance to discover and comprehend the meanings and the situational factors which affect the interpretations by varied persons. The researcher focuses on comprehending meanings and interpreting social factors and understanding the participants' viewpoints, the research is highly contextual and is not often generalized (Leitch, Hill & Harrison, 2010).

The quantitative research is a method used for testing hypotheses. It places emphasis on the quantification of measures in data collection and analyses whereby the strength of the method is in its ability to help in testing theories (Creusen, Hultink & Eling, 2012). The quantitative research employs quantified analysis of data in the explanation of the research and in finding solutions for problems and the data is based on numbers and variables (Mkansi & Acheampong, 2012). This method follows the positivist philosophy and therefore upholds its assumptions. The positivist philosophy presumes the objective and external existence of the social world and that the validity of knowledge is only realized by observing the external realities. The theoretical models can be generalized and enable the researcher to predict the outcomes. This philosophy comes from natural science and is attributed to testing of hypotheses constructed from the existing theory by means of measuring observable social realities (Leitch, Hill & Harrison, 2010). Positivism has its basis in truth, reason and validity and focuses purely on facts got from experience and direct observations and statistical analyses (Mkansi & Acheampong, 2012).

The current research uses the qualitative research method. This method was deemed most fit for the research given that the research problem is from a field that has not been widely researched and therefore there will be the need for an in-depth study. Furthermore, it involves the collection of data in quantifying forms, having both dependent and independent variables from which relationships will be established for the purpose of proving the consumer need theory in the context of CSR.

### **3.3 RESEARCH DESIGN**

According to Dawson (2002), a research design is defined as the conceptual structure within which research would be conducted. In this research study, the researchers adopt a qualitative research

design to evaluate the impact of Corporate Social Responsibility activities on Consumer needs in Ghana. Qualitative research typically seeks to provide insight and not measure. According to Spiggle, (1994) this insight could be gained through a process consisting of analysis and meaningful integration of views by respondents. Daymon. C and Holloway I, (2002) also describe the qualitative research as enabling a dynamic analysis where the collected empirical data leads the way through analysis letting it unfold itself for an understanding of the data as it is.

### **3.4 POPULATION**

Population can be defined as a collection of individuals or objects having similar characteristics. In this study, there is a large population size. However, the researcher will limit its population size using a sample size. This is due to the fact that the researcher will not be able to test all the individuals in a given population. The chosen design is a frequently applied and appropriate method that provides quicker and lower-cost results than studying every case of the research problem (Becker 1998). Under this study, the researcher's population is government institutions that has benefitted from philanthropic activities of CSR.

### **3.5 SAMPLING**

According to Yavuz and Senoglu (2011) sampling is defined as the process of selecting a smaller population to represent a larger one. Sampling is divided into probability and non-probability sampling. Non-probability sampling involves the selection of participants using some chosen criteria and includes methods such as convenience and Purposive sampling etc. Molenberghs, et al, (2014). In probability sampling, each of the respondents has an equal chance of being a part of the sample and comprises simple random sampling, systematic random sampling and stratified

random sampling (Bouza & Al-Omari, 2012). This study uses a non-probability sampling whereby convenience sampling would be used to select participant who are readily accessible.

### **3.5.1 SAMPLE SIZE**

The sample size of this study is the Ministry of Health where data is drawn from the institution in analysing the impact of CSR activities on consumer needs. Here Ministry of Health is seen as the consumer benefiting from philanthropic activities. The researcher chooses Ministry of Health because it is one institution that has benefitted from a lot of philanthropic activities.

### **3.6 AREA OF STUDY**

Ministry of Health is a government institution that is responsible for all health related issues in Ghana. It is involved in providing public health services, managing Ghana's healthcare industry, and building Ghana's hospitals and medical education system. The ministry is however responsible for only policy formulation, monitoring and evaluation, resource mobilization and regulation of the health service delivery in the country, while its other agencies have their various roles they play to support the mother Ministry. It has about twenty-six (26) agencies working under them. In 2020, the World was faced with Covid-19 pandemic where many countries were infected and Ghana was not an exception.

The Ministry of health as Ghana's ministry on health had to put measures in place to sustain the health situation and prevent the spread of the covid-19 virus. For that matter, they had to purchase more Personal Protective Equipment (PPEs) to help them achieve this aim. Organisations as part of their Philanthropic activities of CSR donated to the Ministry and its various agencies to help

them prevent the spread of the virus. Hence our hope to using Ministry of health and four of its agencies as the sample.

### **3.7 DATA GATHERING**

For the purpose of this study, Yin (2003) recommends different types of information to collect data. These are documents, archival records, interviews, direct observation and physical artefacts. In this qualitative study, the data gathering tool used will be an in-depth interview and archival records would be used to gather information. There would be an interview with the PRO of the Ministry of Health and some of its agencies that have benefitted from corporate Philanthropy in this season to ascertain the impact of these philanthropic giving on their needs in this season. It will make use of a face-face and semi-structured interview that will allow for supplementary questions. Archival records of corporate philanthropy would be recorded to gather data as well.

### **3.8 DATA ANALYSIS**

The study would want to employ a qualitative thematic analyse in analysing the data collected from the interviews. The data will be organised in themes for easy analysis of the results. In effect, to describe how philanthropic giving has had a great impact on consumers needs.

## **CHAPTER 4**

### **DATA FINDINGS AND ANALYSIS**

#### **4.1 INTRODUCTION**

This chapter deals with the analysis of findings of data collected, bearing in mind the objectives of the study. It essentially deals with data analysis, and interpretations given to the questions asked. The study was to find out whether CSR activities are carried out in the interest of consumer needs. To find out the benefits of CSR activities to consumer needs as well as how consumers express satisfaction of their needs through CSR activities. An interview was conducted based on the objectives of the study. For the purpose of this study a pilot study was conducted prior to the actual research interviews to modify some of the research questions. Yin (2009) recommend the use of a pilot study as a way “to develop relevant lines of questions” prior to conducting the actual study and to assist with the process of refining data collection plans and procedures.

The results of this qualitative study are based on interviews of five government Health institutions in Accra. All institutions are government agencies under the Ministry of Health that have received donations from other organisations and individuals in this period of Covid-19. Each participant was interviewed face to face in their various offices. The face to face interview was easy to get because of their location in one geographical area. It also allowed for an audio recording which was transcribed. Interview times were scheduled at times conducive for the participants.

Before the interview begin, the researcher introduces the topic again. However, the interview guide was sent to the participant ahead of time to go through and understand the questions before the interview was conducted. The interview questions were asked exactly how they were written and the researcher often followed up the semi-structured questions with open ended questions such

as “How” and “Can you tell me more”, This was the researchers way to get a deeper meaning and richer understanding

## 4.2 Research Results

This chapter presented the results from interviews of five government health Agencies that received and benefitted from corporate donations during the period of Covid-19. Findings were presented in four sections that corresponded with the primary themes emerged from the results. Categories within each theme helped to support and provide insight into the themes.

Distinct themes emerged from the research data. The major themes identified from the results of this study includes:

1. Organisations **requests for needs** of consumers before providing for support or donating to them.
2. CSR activities in form of donations help to **solve their problems** because most organizations donates according to what they need.
3. Donations **satisfy their needs** as presented by their problems.
4. Agencies express their satisfaction of needs by **appreciation** through Letters, social media platforms and an opportunity with the media.

Themes 1 answered the first research question; How are CSR activities carried out in the interest of the consumer? Theme 2 and 3 answered the second research question; How does the CSR activities benefit the needs of the consumer? Theme 4 also answered the third research question; How do consumers express satisfaction for needs met through CSR activities? Each Theme is discussed below.

#### **4.2.1 Theme 1: Organisations Request for Needs**

All five participants confirm that organisations mostly requests for what exactly their needs are before they bring them any support. Participant 1 said “we received a lot of letters from organisations requesting for how they can be of help to us or what are needs are in this period of Covid so that they can support and when we respond to them what we need, they bring exactly what we request.” Participant 4 noted that, “Some of the organisations also look at the situation at hand. For instance, in this covid period, everyone knows that we need PPEs so in the light of supporting to fight the spread of the virus they donate to us PPEs. Participants 5 also states that they do not write or requests to organisations and individuals for support but they generally ask the general public to come to their aid during programs and any time they get an opportunity with the media. Participant 3 also credited the government strength to procure some of these PPEs however, “In the president address he always requests that organisations and individuals should also come and support them either in cash and kind and this leads most organisations to come and donates to them since they are a government health facility. Participant 2 also stated that “We being the government agency for health have set up a commodity group that has a strategic quantification exercise to identify and analyze needs of the ministry so based on that when organisations and individuals wants to help support, we identify with priority what we need for them to support.”

#### **4.2.2 Theme 2: Donations solve our problems**

Participants described the benefit of these donations on their needs and all five explained how these donations have helped to solve their problems. They explained that these donations were

able to solve their problems in this period. This is because organisations provided exactly what they requested for to solve their problems.

According to participant 3 “Covid 19 was a problem which created needs for us in the fight against the spread of the virus such as PPEs, and the likes. These donations from other organisations and individuals helps support the government efforts to solve our problems of needs of PPEs and other”.

Participant 1 reported, “If it had not been some of these support from organisations and individuals what the government gave us won’t have reached anywhere. These donations reduced the pressure of getting more PPEs from our internal generated funds and saved us some more money for other things. Some of the support were so huge”.

Participant 4 also stated that “these support helped us to save money and reduced the cost of buying PPEs. It has also helped create a good relation with those who donate to them for future help.

Participant 2 also stated that “the support we received helped to reduce the cost of buying PPEs. It has helped us save money create a good relation with those who donate to them for future help.

Participant 5 also expresses that because these organisations find out exactly what their needs are, they are able to identify needs presented by their problems and solve them. He stated “government stopped supporting us because it had to provide for the whole country, therefore we were just relying of these donations of other organisations to survive.”

### **4.2.3 Theme 3: Satisfaction of Needs**

All five participants agreed that the donations received satisfied their needs that were presented by COVID-19.

Participant 4, “The donations we received were of great benefit to us and they satisfy our needs presented by COVID. This is because before an organization will bring any support to us they request for our needs and how they can be of help to us. All support has been useful to us, however, we still request for more because of the daily usage.”

Participant 1; “Some of the support we received reached our demand to satisfy our needs, However, some other items were not useful to us so we gave them to our sister agencies that would be helpful to them and throw away those ones that had expired. But overall most of the donations were of great help to us and satisfied our needs.”

Participant 2; All donations that were brought to us in this period really did satisfy our needs. The government couldn't provide all that we needed but these donations went a long way to provide exactly what the government couldn't provide. This is because of their request of our needs before they donated to us.

Participant 5; We received a lot of donations from most organizations. Some of the organizations we were amazed at their act of kindness because their support was massive which exactly satisfied our needs in this period. Some of the items we didn't realize we needed until some organizations brought them to us. However, we still ask for more because of the daily usage.

Participant 3; Donations go a long way to satisfy needs but not all. There are some medical equipment that the government had to purchase such as life support equipment for severe cases of COVID-19. But in the long run the support we received has been a great help to our needs.

#### **4.3.4 Theme 4: Expression of Appreciation**

Under this Theme, all participants showed how they expressed satisfaction of these donations through expression of appreciation in different ways.

Participant 1; We can only be thankful to these organisations for their support and donations. We express our satisfaction through an expression of gratitude which is done through Letters of appreciation as well as certificates and citations to recognize their contribution.

Participant 2; We also express our satisfaction through letters of appreciation to the various organisations and individuals.

Participant 3; We express our satisfaction through letters of appreciation, to organize events and conferences to express our appreciation. We also express satisfaction any time there is a media coverage.

Participant 4; We express our satisfaction through various ways such as write letters of Appreciation, Visit the organisations to express our gratitude, use our social media platforms to post donations and express gratitude and for the public to know the good deeds of the organization and support them with healthcare and health screening activities when they call on them.

Participant 5; We express our satisfaction through letters of appreciation as well as opportunity with media coverage.

#### **4.4 FINDINGS**

The themes identified above provide answers to the research questions which includes

- How are CSR activities carried out in the interest of the consumer needs

- How does the CSR activities benefit the needs of the consumer

How do consumers express satisfaction for needs met through CSR activities.

These themes emerged from the responses of participants. Theme one emerged from research question one which answers how CSR activities are carried out in the interest of the consumer needs. From the responses of participants, they all explained that organisations request for their needs before they embark on any CSR activity. Therefore, the theme describes how most organisation first request for the needs of consumers before embarking on any CSR activity in the interest of their needs. It answers that giving outside the needs of consumers wouldn't make any impact because those items may not be useful to them. When organisations embark on CSR activities which will be zero impactful it will in a long run affect them and their brand. Therefore, what most organisations do is to find out what exactly are the needs of their consumers before providing support to them.

The theme two and three emerged from the second research question which also describes how CSR activities benefit the needs of the consumer. The same responses run through from all participants hence the themes identified describe how the responses from participants shows that because most organisations request for specific needs from them, the donations and support they receive benefit and satisfies their needs presented by Covid 19. It also presented findings that these CSR activities have a positive impact on these agencies and greatly benefit them. Findings shows that their needs arise from a problem which has to be solved. Therefore, when CSR activities are carried out in the interest of their needs it become a great benefit to them because exactly what their needs are have been provided to solve their problem. These support from organisations helps to as well as reduced pressures and cost on what they need to solve the problem.

The theme four identified was derived and provide answers to the research question three. The responses from participants clearly shows that showing appreciation is the way that all five participants expresses satisfaction of fulfilled needs. It shows that these participants show appreciation when their needs are met to their satisfaction. However, their ways of expressing appreciation differ. Participants in this study addressed that to show their appreciation to these organisations they write letters of appreciation to express their satisfaction of the support received. Some give certificate as well as citations for contributions. Some also offer healthcare support for these organisations when they call on them. It has helped to creates a good relationship with these organisations and reciprocate their help anytime they are called upon.

#### **4.5 DISCUSSIONS**

According to Freeman (2010), stakeholder theory suggests that, the purpose of a business is to create as much value as possible for stakeholders. Bhattacharya and Sen (2004) also states that among all the stakeholders, one important group that appears to be particular susceptible to a company's Corporate Social Responsibility (CSR) initiatives is it's consumers. Therefore, an organization can only create value for their CSR consumers when they are able to identify what exactly their needs are and contribute to satisfy those needs. The findings in this chapter shows that organisations can only create great value for consumers when the needs of their consumers are fulfilled.

The legitimate theory also predicts that companies adopt environmental and social responsibility to legitimize their operations. Social responsibilities like giving back to the society which they

operate can make the society recognize and accept the existence of that organization. However, these social responsibilities will have to create value for the consumers.

Mulwa (2008) also states that Abraham Maslow's theory of needs is specifically built on the idea that human behaviour is really motivated by the simple desire to meet specific human needs in the society. This shows that consumers satisfaction comes from the fulfillment of desired needs. Findings in this chapter also shows how these participants were satisfied when their basic needs were fulfilled.

Server-Frances & Piqueras-Tomas (2019) in their study shows that consumer-oriented CSR activities can improve trust on the part of the consumer. The findings of this chapter confirms this statement to be true. The participant in this study expressed how the satisfaction of their needs leads to the building of relationships with these organisations for future supports from each other.

Idrees, et. al (2021) also concludes in their study that philanthropy plays a vital role in the improvement of society. The findings in this chapter proves this statement to be true. This is because the participant in this study confirms that the government couldn't only provide all their needs as well as the country as a whole. Therefore, these philanthropic donations from other organisations and individual bodies helped to provide most of their needs which the government could not provide to fight the spread of the virus. If these support didn't come, the government couldn't have helped to provide for everyone in the country causing a lot of problems in the spread of the virus.

Yelkikalan and Kose (2012) also shares in their study that a crisis CSR can become an opportunity for firms to relocate their business to a better position. The findings in this chapter can show that donations were made from organisations and individual bodies all over the country and the world

at large. Therefore, this could be a great opportunity for firms to position themselves very well as to change their strategies and create a better positioning in the minds of consumers.

According to a study by Mishra and Modi (2013) investigating the belief of consumers with regard to firms' motives in their engagement in CSR activities. The results showed that, only 7% of the participants believed that firms' motives are truly selfless while 29% of the respondents believed that the incorporation of CSR by firms are in their self-interest. The remaining respondents believed that the motives of the firms are mixed. However, Jonikas (2012), suggests that CSR activities can be regarded as futile if the consumers hold the perception that a firm's motive is out of self-interest. This can be explained in the findings of this chapter. We could see that if organisations that donated to participants in this study did not request for their specific needs and donated any items based on their own self-interest, these donations wouldn't have made any positive impact. Therefore, when CSR activities are carried out in organisations self-interest it will make a zero impact.

The impact of the findings of this study will help organization to adopt the research into the needs of consumers to understand before they can embark on a selfless CSR activities to make a positive impact as well as create value for them. When organisations adopt this practice it can go a long way to help the business to position itself well in the minds of consumers and causing the business to grow.

## **CHAPTER 5**

### **SUMMARY CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 INTRODUCTION**

This Chapter concludes the entire study. It provides summary of findings, conclusions made based on the data analysis discussed as well as recommendations for future research in the area of the impact of CSR activities on consumer needs.

#### **5.2 SUMMARY OF FINDINGS**

The purpose of this study was to find out the impact of CSR activities on the needs of consumers. According to the study CSR activities has a positive impact on consumer needs. Just like Freeman (2010) the purpose of every business is to create as much value as possible for stakeholders therefore, businesses align this to their CSR policies so as to be able to add a positive value to consumers.

This study shows that organisations in adding value to consumers embark on CSR activities that are in the interest of the consumers needs. The participants in the study were able to clearly identify and describe how organisations fulfill their philanthropic CSR activities in their interest.

This study also shows how consumer oriented philanthropic CSR activities benefits the needs of the consumers. This leads to satisfaction of their needs and they as well express their satisfaction by building trust and relationships.

### **5.3 CONCLUSIONS**

This research illustrates a study on the impact of CSR activities on the consumer needs that Philanthropic CSR activities are very important. Numerous studies have analysed the impact of CSR on organisations brand and reputation but this study looks at the impact on the consumer needs. We linked the study to the stakeholder theory focusing solely on the consumer.

The study has shown that it is very important for organisations to perform their philanthropic CSR responsibilities in the society in which they find themselves. Therefore, this allows us to conclude that, before any philanthropic activity will be performed, organisations should not only provide what they have available but they should put into consideration the needs of consumers so as to be able to make a positive impact. Our study also shows that the consumer appreciates when firms undertake CSR activities oriented to their needs. This cause consumer satisfaction and as well can intensifies consumer trust. This result therefore confirms an existing research of Choi and La (2013) on the influence of CSR on consumer trust.

### **5.4 RECOMMENDATION**

Organisations should recognize the importance of a need analysis before embarking on any CSR activity. Most organization in the fulfilment if their philanthropic responsibilities give back to their consumers and to the society to make a positive impact on the consumers. There is the need for organization to find out the basic needs of consumers before embarking on any CSR activity if only they want to make a positive impact. CSR activities becomes futile when it does not make any positive impact.

Consumers must also be involved when they are doing the needs analysis. They should be asked what their basic needs are and provided according to their priorities. Organisations should not only provide what consumers needs but they should provide according to priority of needs.

Organisations as well as Consumers need to be educated about what CSR is. Most people see CSR as philanthropic giving even though this study looks at that aspect of it. Carrol (1991) defines CSR in four different responsibilities such as Economic, Legal, Ethical as well as Philanthropic responsibilities. However, consumers and organisations only sees CSR in the Philanthropic light such as giving back to this society. A clear awareness of what this concept entails will reduce the chances of consumers being confused about the concept. This was identified in the findings of the study.

Another recommendation is that, organizations should also make sure that even though their CSR activities impact on their consumers. They can also be looking out for other strong strategies that can massively impact positively on the consumers.

## **5.5 RECOMMENDATION FOR FUTURE RESEARCH**

This study was limited to the impact of CSR activities on consumer needs. Impact can either be positive or negative. This study only looked at the positive impact of CSR activities. However, there could be further studies that can address the negative impact of these activities.

This study also used a small number of participants. Therefore, further studies can be done into the same topic however, using a larger quantity of participants from different perspective. This may even include the organisations as participants.

Even though this study has proven that satisfaction of consumer needs can intensify consumer trust, the study did not do an in-depth research into that. Therefore, further studies can also be done looking at how the satisfaction of consumer needs can cause consumer trust towards these organizations.

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## **INTERVIEW GUIDE**

**An interview guide for the topic ‘The impact of Corporate Social Responsibility activities on Consumer needs in Ghana’ using Ministry of Health and its agencies as a case study.**

**I am a Graduate Student pursuing Development Communications at the Ghana Institute of Journalism. As part of my academic thesis work, I am to conduct a study on the mentioned research topic. Kindly assist with the necessary information needed on this interview guide. Please note that all responses provided will be treated with strict confidentiality and used for academic purposes only. No individual(s) or address will be identified in the results. This interview guide also includes follow up questions to enable me get all the necessary information to enrich my work.**

### **SECTION A**

#### **Background Information**

- 1.1** Occupation/position
- 1.2** What are your main responsibilities?
- 1.3** Kindly tell me a little about your institution (values, mission and vision statements).

### **SECTION B**

#### **Corporate Social Responsibility**

- 2.1** What does Corporate Social Responsibility (CSR) mean to you?
- 2.2** Do you think CSR is necessary?
- 2.3** Does your agency engage other organisations for assistance before they carry out philanthropic activities for you?

**2.4** Being an agency that receives support from other organisation (s), do you receive this support as a response to your needs or out of obligation on their side?

**2.5** Do organisations identify and understand your agency's needs before extending their support? If yes how?

**2.6** Can you share specific benefits your agency has gained from philanthropic activities in the past?

## **SECTION C**

### **Impact of CSR**

**3.1** In the advent of COVID-19 what form of philanthropic support have you received?

**3.2** Was the support out of their philanthropic responsibilities or your institution engaged them for assistance?

**3.3** Does the support satisfy your needs as presented by COVID-19?

**3.4** How do you as an institution express your satisfaction for support received when it satisfies your needs?

**3.5** Can you share specific ways philanthropic activities have been of help to your agency during COVID-19?

