

The Influence Of CSR Awareness On Consumer Purchase Decision Of A Telecommunication Network In Ghana (A Case Of La Nkwantanag Madina Municipality)

Patrick Amfo Anim, Agbemabiese George Cudjoe

Abstract: The purpose of this study was to empirically investigate the influence of CSR awareness on consumer purchase intention of a telecommunication network in Ghana. A sample size of one hundred and fifty (150) network subscribers of MTN was selected for the study using the purposive and convenience sampling method. The data obtained were analyzed using Statistical Package for Social Sciences (SPSS 20.0) software. From the study, the researcher found out that, customers are aware of the fact that MTN currently embarks on CSR activity such as hepatitis B Campaign project, annual blood donation projects, building of schools, provision of text books, school uniforms, development of ICT centers, MTN Ghana foundation and Heroes of Change project. However, what remained unknown was whether it has an effect on customer purchasing decision of their network or not. The study also revealed that, there were other factors that influenced consumer patronage of MTN services such as Brand name, quality services, reference groups, promotions, bonuses and products offered by MTN and the country of origin. However CSR activities performed by MTN were rated as a higher factor that influence consumers stay and repurchase of the network. Regulatory bodies should be firm in enforcing laws in corporate organizations and CSR should be viewed as part of the code of ethics of any corporate organization also there should be a national policy from government to set parameters for CSR in Ghana

Keyword: Consumer, CSR, Decision, La Nkwantanag Madina Municipality, MTN, Purchase, Telecommunication Networks,

1.0 Introduction

The telecommunication industry in Ghana has been rife with intense competition for the past decade (2004-2014). This is mainly due to the attractive nature of the industry which has led to six main competitors into the industry namely, MTN, Vodafone, Tigo, Airtel, Glo and Expresso. With companies marketing strategies increasingly moving from transactional toward a focus on building mutual relationship with customers as well as building strong corporate image (Kotler 2000; Gronroos and Ravald, 1996) as well as the quest to achieve competitive advantage, these six telecommunication networks mentioned above have adopted a marketing tool known as Corporate Social Responsibility (CSR). In the past, financial performance was the major criterion to evaluate a firm's value. Higher ranks were given to firms that provide greater margins financially. Maximization of shareholders' wealth was, by far, the focal point of profit-driven organizations. In this regard, the emphasis on CSR in the past was not evident. In this decade, however, the perception about CSR has changed significantly (Aasad, 2010). Through CSR individualistic and unscrupulous behavior in business can be prevented (Pakseresht, 2010).

The premise of the corporate social responsibility movement is that 'corporations, because they are the dominant institution of the planet, must squarely face and address the social and environmental problems that afflict humankind. However, companies have a choice with regard to the causes they support and how they convey this information. These choices may, or may not, reflect a sincere interest in the cause (in addition to image-promotional motives). Previous research suggests that consumers assess sincerity in the context of consumer-salesperson interaction (DeCarlo, 2005). Campbell and Kirmani (2000) found that when ulterior motives were accessible, consumers inferred an underlying persuasion attempt and the target salesperson were perceived as less sincere. As noted earlier, in the context of CSR, the type of cause that the company supports may increase the salience of firm-serving benefits (Forehand & Grier, 2003). Causes that are related with the company's business should increase the salience of firm-serving benefits. Today, corporations know that CSR is inextricably linked to how customers make purchase decision of the organizations products and service (Ahearne, Bhattacharya and Gruen, 2010). In Ghana, specifically with the telecommunication industry, the business environment is typically competitive, characterized by a legal environment aimed at ethical behaviors on the part of businesses, and societal expectations that businesses should be more ethical and socially responsible. Thus, in decision making processes, companies try to avoid actions that may breach any regulation or negatively impact their reputation in order to avoid consumer dissatisfaction. In Ghana there is an organization that monitors the activities of the telecommunication companies in the country, which is the National Communication Authority (NCA). The telecommunication companies in Ghana are MTN Ghana, Tigo Ghana, Airtel, GLO, Vodafone Ghana Ltd, Airport-Accra, and Expresso Ghana. Previous studies on consumers' attitudes on CSR and CSR's impact on consumer behavior and consumption decisions are quite general (Becker-Olsen, Cudmore & Hill, 2006; Öberseder, Schlegelmilch & Gruber,

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2011). No single study was made exclusively in the telecommunication industry, and this makes it particularly interesting and meaningful to investigate consumers' awareness of CSR and consumers' attitudes, purchasing and consuming behavior toward CSR in the telecommunication industry. It is in this respect that the researcher sought to conduct this research to find out whether CSR initiatives embarked by MTN has an effect on customer purchase intention of the network using La Nkwantanang Madina Municipality as a study area.

1.2 Statement of the problem

Companies have realized their obligations to the society in terms of responsible business practices, and are trying to become good corporate citizens by taking their economic, ethical, and altruistic responsibilities (Louche, Idowu & Filho, 2010). However, study on what the public expect firms to do on CSR, and how much firms are expected to do is still limited. The business world still knows little about what to do and how to practice CSR strategically. Managers are confused about what CSR initiatives to choose and how much to do with them (Mohr, Webb & Harris, 2001). Not only managers, but also consumers are quite confused about CSR and consumers' knowledge of different firms' CSR is rather limited (Carrigan & Attalla, 2001). Studies on how consumers view different CSR initiatives and how they react to CSR initiatives addressed by firms are limited too (Sen & Bhattacharya, 2001). Common responses to corporate social responsibility such as charity donations and CSR reports tell the public what good deeds have been done by a company. This is more like "CSR business" rather than addressing CSR strategically and integrates CSR into a company's overall strategy. A lot of published research papers talk about CSR, but still there are few practical guidelines to businesses on how to address CSR innovatively. However, no single study has been done on consumers' awareness of CSR, consumers' attitudes toward CSR and the impact of CSR on consumer behavior in the telecommunication industry. Therefore, the problem reflects the critical importance to know what kind of CSR initiatives are favored the most by consumers and how these CSR initiatives affect consumer behavior. In order to address CSR innovatively and strategically in the telecommunication industry, it is necessary to know more about how well consumers are aware of CSR in the telecommunication industry and what their attitudes on CSR and tendency of purchase behavior are.

1.3 Objectives of the Study

The main objective of this study is to ascertain whether CSR efforts of MTN do have an effect on consumer purchase intention of MTN.

Specifically, the researcher sought to;

1. Investigate the key CSR activities of MTN.
2. Consumer perceptions about CSR activities of MTN.
3. Investigate the extent to which CSR activities influences purchasing behaviour of MTN customers.

1.4 Research Questions

In order to achieve the research objectives, this current study seeks to find answers to the following questions;

1. What are the Key CSR activities of MTN?

2. What are the views or perceptions of consumers about MTN's CSR activities?
3. How does the activities of MTN's CSR influence purchasing behaviour of MTN customers and clients?

1.5 Significance of the Study

The study will contribute to building a body of knowledge in literature for further research. Secondly, the outcome of the research will also serve as a reference resource for other researchers to investigate further into areas that this study will not cover. It will also contribute slightly to the stakeholders understanding of the effect of CSR on consumer purchasing decision of telecommunication networks. It will also be used by researchers and policy makers in the area of marketing of telecommunication in Ghana.

LITERATURE REVIEW

This section is in two parts the theoretical literature review and the empirical literature review. The theoretical review focuses on theories that relate to the concept of CSR and public relation, whilst the Empirical literature considers the area of the research topic that have been practically observed and validated objectively by other researchers.

2.1 Theoretical Literature Review

2.1.1 Corporate Social Responsibility

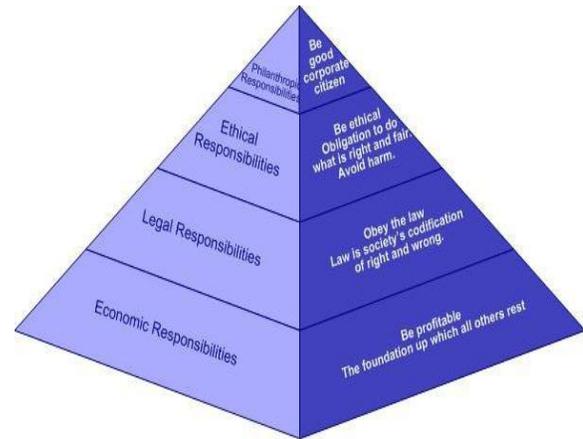
The concept of corporate social responsibility (CSR), calls for a lengthy discussion due to its varied history. In the past, there have been traces of evidence in the business community that showed their concerns for society in general. Although there are many definitions of CSR available, the researchers centre attention on more recent concepts of CSR. According to Richardson, Welker and Hutchinson (1999), CSR behaviors can be defined as discretionary actions undertaken by companies that are intended to advance their social issues. Joyner, Payne & Raiborn (2002) noted that CSR are categories of economic, legal, ethical and discretionary activities of a business entity as adapted to the values and expectations from society. They also added that, CSR are the basic expectations of the company regarding initiatives that take the form of protection to public health, public safety, and the environment. In this concept, they explained that values and ethics influence the extent of a corporation's perceived social responsibility that is influenced by societal activities, norms or standard. In today's world, CSR can be defined as regards to all aspects of business behavior so that the impacts of these activities are incorporated in every corporate agenda (Orgrizek, 2001; Coldwell, 2001). So, with the literatures definition of CSR, it can be concluded that CSR is the continuing commitment taken by business organizations to strengthen their ethical concepts and social involvement in society, contribute to economic development, sponsor charitable programs, and improve the quality of the workforce and also the increment of services provided. However on the other hand, Freeman & Liedtka (1991) argue that CSR can promote incompetence by leading the managers to get themselves involved in areas beyond their expertise, that is, trying to repair society's ill. The concept of CSR started becoming popular in the 1960s. This was as a result of the increase in disposable income around that time. This made people focus on other issues beyond earning a living thus exposing the weaknesses of capitalism in taking care of

corporate stakeholders (Asongu, 2007). Concerns about CSR were raised due to the recognition that government had failed to solve many societal problems (Asongu, 2007). The talks on CSR have varied across historic periods up to contemporary times. Traditional discussions on the issue of CSR have centered on economic, legal and ethical obligations. Contemporary discussions on CSR focus on the use of CSR as a strategic tool. This is where CSR initiatives are in line with business objectives in order to benefit not only the society but the business as well (Lantos, 2001). In this regard, companies would advertise their CSR activities to communicate corporate image and build reputation, which benefits the company financially. Lantos (2001) also adds that a company's CSR activities designed to bring exposure for the company, improve the company's reputation and brand image which reflects positively on profits. Jones (1997) was of the view that, commitment to social responsibility often demand short-term sacrifices, however, it usually ultimately results in long-term gain. Therefore, CSR should be viewed as an investment that yields financial returns (McWilliams and Siegel, 2001).

2.1.2.2 Carroll's four-part theory

Corporations need to address their social obligations more consciously. It is important to understand what kinds of responsibilities construct CSR before involving in any CSR activities. One widely acknowledged theory of CSR's components is Carroll's four-part theory. Carroll (1991) developed his four-part theory of CSR, arguing that CSR is constituted by four kinds of social responsibilities: economic, legal, ethical, and philanthropic responsibilities. The economic responsibilities are the primary part of the four responsibilities. It is the fundamental layer of Carroll's CSR pyramid. All corporations are responsible for providing goods and services that are needed by the society. Consequently, profits from selling goods and services go to shareholders and other investors to keep a company survive and grow. Economic responsibilities of a company are the base for providing legal, ethical and philanthropic responsibilities. Legal responsibilities are the second layer of the CSR pyramid and are coexisting with economic responsibilities as fundamental precepts of the free enterprise system. Firms are expected to operate under the legal system and regulations while creating profits for shareholders. Firms are fulfilling the "social contract" between firms and the society by being legally responsible. Legally responsible also reflects the "codified ethics" of business operation, as well as the pursuit of economic responsibilities set by lawmakers (Carroll, 1991). Ethical responsibilities involve activities and practices that are expected by the society and done by firms voluntarily regarding fair, justice and the respect for or protection of stakeholders' moral rights. Ethical responsibilities are voluntary choices of firms, since they are not codified into any law or regulation. These responsibilities reflect social norms, expectations and concerns of consumers, employees, shareholders and the community. Ethical responsibilities go further than legal responsibilities because they involve newly emerging values and norms that the public expects a firm to comply with and are at a higher standard of business practices than that current legal system required. However, ethical responsibilities are not easy to deal with for firms because new expectations from the public keep emerging and this makes the legitimacy of ethical responsibilities continually under debate (Carroll, 1991). Philanthropic responsibilities involve firms' activities that are

aiming to become good corporate citizens by performing altruistic activities. Society and communities expect firms to use their resources to promote social welfare. This includes actively engaging in acts or programs to promote human welfare and goodwill. Philanthropic responsibility distinguishes itself from ethical responsibilities by sense of discretion. The public will not regard firms that fail in fulfilling philanthropic responsibilities as unethical because philanthropic is not in the fields of ethics and morals (Carroll, 1991).



Carroll's CSR Pyramid

Figure 2.1: The pyramid of Corporate social responsibility
Source: Carroll (1991, p. 42)

Carroll's (1991) four-part theory of CSR is popular both in academia and the business world because of its pragmatic nature. Companies can relate their CSR to these four dimensions of responsibilities. Economic and legal responsibilities are fundamental responsibilities of companies to shareholders. Ethical and philanthropic responsibilities help companies become outstanding and become good corporate citizens by being responsible to other stakeholders besides shareholders.

2.1.3 CSR and consumer buying behaviour

Consumers do care about firms' CSR but react toward firms' CSR differently through their purchasing behavior. Consumers' choices have implications for the whole society. Socially responsible corporations are more attractive to consumers. Consumers care about firms' CSR and firms' impact on environment. They reward and punish firms accordingly by choosing or exhibit aversion to firms' products (Mohr et al., 2001). Carrigan and Attalla (2001) used focus group interviews when studying whether consumers care about a firm's ethical behavior. They found that firms' poor ethical practices do not necessarily have negative impact on consumer choice. Consumers usually have some knowledge about different firms' CSR, but quite limited. A main reason for consumer choice is whether they favor the product rather than the producer's CSR. Consumers believe that firms in different industries have to focus on different CSR subareas regarding firms' expertise. Consumers are not active information seekers of a firm's CSR. According to Carrigan and Attalla (2001), consumers are waiting to be informed about firms' CSR. Price, value, brand image and trend are the most important factors that influence consumers' choice. However, consumers do state that a firm's CSR has an impact on their choices.

Consumers are willing to pay a premium for products made in socially and environmentally responsible ways. Consumers claim that they are willing to pay a higher price for products of socially responsible firms, but are not willing to spend time on figuring out which firm is socially responsible. At the same time, a segment of consumers continue to buy products from firms with well acknowledged bad ethical conducts. Consumers do not act as what they claim. A small number of highly ethical consumers do exist. They care much about producers' CSR in their buying and consumption choices (Carrigan & Attalla, 2001). Carrigan and Attalla (2001) categorized consumers into four types based on their ethical awareness and ethical purchase intention. Consumers with low ethical awareness and low ethical purchase intention are called oblivious consumers. Confused and uncertain consumers are those with low ethical awareness but show high ethical purchase intention. Consumers with high ethical awareness who do not make purchase intention accordingly are cynical and disinterested consumers. The last type is caring and ethical consumers who obtain sufficient CSR information and are highly ethical in their purchase activities. Carrigan and Attalla (2001) also pointed out that consumers are not the only stakeholders of a business. Other stakeholders such as employees, environmental organizations may care much about a firm's CSR. Each stakeholder group has a focus on firms' CSR. The focus is usually what influences their interest most. When addressing CSR, firms need always engage the target stakeholders and their focus of concerns. Philanthropy seen everywhere without any consumer engagement has little contribution to consumer choice. Consumers' awareness of firms' CSR is limited in general, so opportunities exist in the communication of corporate social performance and social responsibility initiatives with consumers. Even though consumers' choices are not significantly influenced by a firm's CSR, it is still important to be socially responsible in business operations. Consumers may have more CSR information and become more ethical in their purchasing behavior in the future. In addition, the new generation may behave differently to socially responsible companies' products.

2.2 Empirical Literature

Gupta (2002), with his research results, has provided evidence to support the popular view that when there is parity in price and quality, consumers would prefer the company actively engaging in CSR initiatives and their consumption related decisions are affected by this factor. As a result, he strongly supports corporate investments in CSR activities due to its convincing benefits to the business. Maignan and Ferrell (2004) have concluded a direct positive relationship between CSR and customer loyalty in a managerial survey. From the retail perspective, CSR activities, for instance support for a non-profit cause or positive ethical practices, lead to "store loyalty, emotional attachment to the store and store interest". Consequently, they result in a positive increase in the percentage of shopping done at the store and the amount of purchases (Lichtenstein et al., 2004.). Other studies have attested the collective impact of multiple CSR strategies on consumer attitudes. For example, Brown and Dacin (1997) have examined the combined influence of various CSR actions, which are support for causes, contributions to the community, and environmental concern, finding that "CSR associations influence product attitudes through their influence

on overall company evaluations". Murray and Vogel (1997) have investigated the effect of associated CSR practices on consumers and presented similar findings. The CSR activities mentioned in the research are, for instance, environmental protection practices (energy conservation), engagement in acts to promote human welfare, corporate social marketing (electric safety education for schoolchildren), contribution to the economic development of the region, and consumer protection program. Their research found that CSR programs lead to improved customer attitudes towards the firm, including beliefs about the company's honesty, consumer responses, and increased support for the firm in labor or government disputes. Mohr et al. (2001) conducted a consumer interview project for investigating the impact of firms' CSR on consumer behavior. How well are consumers aware of the CSR level of individual firms? Are the purchase decisions of consumers affected by a firm's CSR, and how much? How do consumers think about firms' motivation for being socially responsible? Mohr et al. (2001) found that consumers are positive to business in general. It is not wrong to pursue economic interests. Consumers expect firms to be socially responsible. The attitudes of consumers toward socially responsible firms are more positive than toward irresponsible firms. Consumers are aware that socially responsible firms are helping themselves by practicing CSR. But this perception of consumers does not harm the positive consumer evaluations toward socially responsible firms. The study of Mohr et al. (2001) is enlightening for researchers, managers and policy makers. For managers specifically, it is clear that consumers do care about a firm's CSR and act accordingly. Some consumers are highly ethical in their purchasing behavior. The work on CSR and consumer choice could be a new growth opportunity for marketing. CSR initiatives with well-designed targets and high consumer awareness through communication could play an important role in successful marketing. Becker-Olsen et al. (2006) suspected the assumption that consumers will always reward firms for their socially responsible initiatives unselectively. They designed two studies to explore how consumers react to different CSR activities. In addition, they investigated the impact of the motivations and time choice of CSR initiatives. CSR activities that do not fit with a firm's expertise have negative impact on consumers' attitudes toward a firm and the firm's credibility. Firms can be perceived as "doing good" only by addressing selected CSR initiatives. CSR activities with low fitness with a firm are perceived as "doing CSR business" by consumers, and lead to non-positive consumer evaluations. Perceived motivations of consumers have effect on consumers' evaluation of a firm and a firm's CSR initiatives. If consumers believe CSR initiatives are profit-driven rather than social-driven, then they will assess a firm and its credibility negatively. This leads to a low likelihood of consumers' purchase intention. The time of practicing CSR activities matters to consumers' assessments. Proactive CSR activities help firms get positive evaluations from consumers. In contrast, consumers regard reactive CSR activities as doing "CSR business". Reactive CSR has non-positive contribution to a firm's image (Becker-Olsen et al., 2006).

METHODOLOGY

This section covers the methodology chosen by the researcher, to assess the effect of CSR on consumer purchasing decision of MTN customers using La Nkwantanang Madina Municipality, Accra as a study area. It entails the

research design, the population of the study, sample size and sampling techniques employed in the study. It also involves the study instruments that were used as well as the source of the data for the study and how its data was analyzed.

3.1 Research Design

This study made use of cross-sectional survey and was quantitative in nature. The study was quantitative in nature because it was based assessing numerical data which was quantifiable. Face-to-face interview techniques were employed and the survey was conducted using a structured questionnaire. This is due to the fact that, questionnaire has been identified as the best way to collect data in a short period of time, and gives the researcher the opportunity to introduce the research issues and motivate the respondents to offer frank answers (Sekaran, 2003).

3.2 Population and Sampling

3.2.1 Target Population

The target population of interest for the study was customers of MTN in Accra Metropolis.

3.2.2 Sample frame/Size

The sample size for the study consisted of one hundred and fifty (150) customers of MTN within the La Nkwantanag Madina Municipality. Respondents were selected based on the condition that they have been using MTN network for at least 1 year. The researcher believed that, this people could provide valuable information in assessing how CSR impacts on customer purchase decision of MTN.

3.2.3 Sampling Technique

This study made use of the purposive and convenience sampling technique which helped the researchers to identify exact customers of MTN who were willing to provide valuable information for the successful conduct of the study.

3.4 Research Instrument

In this study, the preliminary data collection instrument providing empirical analysis was the use of Questionnaires. Self-administered questionnaires were used to collect data. The nature of the study was explained to respondents, and respondents' confidentiality of any information provided was also assured. Respondents were also provided with detailed instructions as to how the questionnaires would be completed and returned. The rationale behind providing clear instructions and assuring confidentiality of information is based on the fact that this significantly reduces the likelihood of obtaining biased responses (Sekaran, 2003). The questionnaires was designed to include both open- and closed- ended questions.

3.5 Reliability and Validity

To ensure the validity and reliability of the questionnaire used for the collection of primary data, prior to the real administration of the questionnaire, a pre-testing of the questionnaire using 20 subjects from the population was undertaken within the study area and among colleagues on campus to find out whether the instrument would meet the needed responses to ascertain its reliability.

3.6 Data Analysis

The completed questionnaires were coded with the aid of Statistical Package for Social Sciences (SPSS 20.0) software. Other statistics software like Microsoft Excel was used for the analysis. The work employed frequencies, descriptive statistics, cross-tabulation and summary statistics.

RESULTS AND DISCUSSION

4.0 Introduction

The previous section provided details of the research methodology adopted for this study. This section reports on the empirical evidence from the field study using statistical analysis and interpretation of the data collected by the researchers.

4.1 Description of the Results

The researchers distributed one hundred and fifty (150) questionnaires to MTN customers within La Nkwantanag Madina Municipality to evaluate the effect of Corporate Social Responsibility (CSR) on consumer buying decision. All the questionnaires were retrieved for analysis. The questionnaire was sectionalized into three sections. The first section (section A) assessed the general demographic profile of the respondents. This section provided the results on the profiles of the customers who participated in the survey. The following tables illustrated the results obtained from the questionnaires filled by the respondents.

4.1.1 Gender and Age of Respondents

Table 4.1: Gender * Age of Respondents Cross tabulation

Gender	Age of Respondents			
	18 - 30 Yrs.	31 - 40 Yrs.	41 - 50 Yrs.	51 - 60 Yrs.
Male	53	20	16	1
Female	42	10	8	0
Total	95	30	24	1

Source: Field Survey, 2014

From the study, as many as 95 out of the 150 sampled MTN customers in La Nkwantanag Madina Municipality were between the ages of 18 and 30 years. 30 of the subjects were between the ages of 31 and 40, while 24 were between 41 and 50 years. Only 1 of the respondents was between 51 and 60 years. Thus, the majority of the respondents used in the analysis were between the ages of 18 and 40. This suggests almost a youthful sample.

4.1.3 Educational Qualification of Respondents

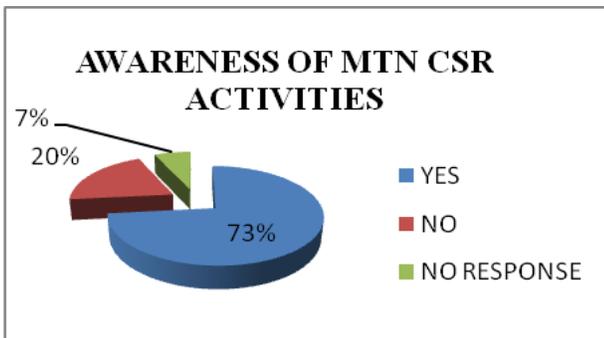
Table 4.2: Gender * Highest Educational Qualification of Respondents Cross tabulation

Gender	Educational Qualification			Total
	WASSCE / SSCE	HND	BACHELOR	
Male	46	40	4	90
Female	42	12	6	60
Total	88	52	10	150

Source: Field Survey, 2014

The researcher further investigated into the highest educational qualification of the sampled 150 MTN customers within La Nkwantanag Madina Municipality. The results unveiled that, majority (88) of the respondents were WASSCE/SSCE holders, this was followed by 52 of the respondents indicating HND as their highest educational qualification. 10 of the respondents claimed that, their highest level of education was a Bachelors degree. Implied, the respondents were educated enough to be able to respond to the issues.

Fig. 4.2: Customers Awareness of MTN CSR activities



Source: Field Survey, 2014

The researcher wanted to find out the awareness level of respondents to MTN CSR activities. From the analysis, the researcher found out that, majority of the respondents, thus 73% were aware of MTN CSR activities; this was followed by 20% of the respondents who indicated that, they were not aware MTN embark on CSR activities. Surprisingly, 7% of the respondents were indecisive and could not take a stand as to whether MTN embark of socially responsible activities as far as they are concerned.

Table 4.6: MTN CSR activities* Respondents Duration of knowledge Cross tabulation

MTN CSR Activities	Gender	Duration of Knowledge				Total
		< 1 Yr.	2Yrs .	3Yrs.	> 4 Yrs.	
Health Activities	Male	9	13	2	2	26
	Female	3	10	4	3	20
	Total	12	23	6	5	46
Education Activities	Male	6	2	16	1	25
	Female	2	1	12	2	17
	Total	8	3	28	3	42
Economic Empowerment	Male	13	1	0	0	14
	Female	6	1	1	0	8
	Total	19	2	1	0	22

Source: Field Survey, 2014

Again, the questionnaire asked the respondents who claimed to be aware of MTN's performance of socially responsible activities to actually indicate their duration of knowledge about those CSR activities. Results indicated that, with regards to Health activities performed by MTN as a socially responsible organization as many as 35 of the respondents were aware of this for a period of less than 1 year to 2 year. This was followed by 11 of the respondents indicating 3years to 4 years as their duration of knowledge. Another set of respondents, thus 28, indicating the majority were aware of MTN educational activities for a period of 3 years while 8 of the respondents indicated less than 1 year to the same issue on board. Three (3) respondents each, indicated 2 years and 4 years respectively as their knowledge duration of MTNs educational activities. Interestingly, 19 of the respondents had known of economic empowerment activities of MTN for less than 1 year. Lastly, 2 and 1 of another set of respondents indicated 2 years and 3 years respectively as their duration of knowledge of MTN to be embarking on economic empowerment activities.

4.1.9 CSR activities and its influence on Respondents purchase decision of MTN

Table 4.7: MTN CSR activities* Influence purchase decision of MTN Cross tabulation

MTN CSR Activities	Gender	influence on Purchase of MTN				Total
		Very Influential	Influential	Neutral	Not at all Influential	
Health Activities	Male	8	23	1	1	33
	Female	2	10	1	0	13
	Total	10	33	2	1	46
Education Activities	Male	4	20	1	1	26
	Female	4	9	1	2	16
	Total	8	29	2	3	42
Economic Empowerment	Male	7	6	0	0	13
	Female	5	3	1	0	9
	Total	12	9	1	0	22

Source: Field Survey, 2014

Critical analysis of the responses elicited from the respondents with regards to whether CSR activities performed by MTN had an influence on their purchase decision of the network revealed that, out of the 46 respondents who were aware of the health activities performed by MTN, as many as 43 indicated that, activities such as Hepatitis B campaign and annual blood donation campaign had a higher influence on their purchase of MTN. Again, 37 respondents out of the 42 who were aware of MTNs educational activities such as building of schools, provision of text books and building of ICT centers for deprived communities indicated that, these

activities were very influential to their purchase decision of MTN network. In finding out whether economic empowerment activities performed by MTN to society had an influence on respondents purchase decision of the network, 21 out of the 22 respondents strongly testified to the fact that, economic empowerment activities of MTN would influence their stay and repurchase of MTN. The researcher concluded from the results that, if MTN continues to pay critical attention and widen their social and environmental responsibilities, customers would be influenced to stay and repurchase more of MTN services.

4.1.10 Reasons for respondents choice of MTN

Table 4.8: Gender* Respondents Reason for choosing MTN Cross tabulation

Gender	Reasons For Choosing MTN						Total
	Brand Name	Quality Of Service	Reference Group	Product Offers	CSR Activities	Country Of Origin	
Male	14	9	10	16	38	3	90
Female	4	6	20	12	17	1	60
Total	18	15	30	28	55	4	150

Source: Field Survey, 2014

Overall, the researcher critically examined the reason behind respondents' choice of MTN network. From the data gathered from the respondents included in the study, majority, thus fifty five (55) of the respondents indicated CSR activities of MTN as their reason for their choice of MTN. This was followed by 30 of the respondents indicating reference group as the reason behind their choice of MTN network. The promotions, bonuses and products offered by MTN influenced as many as 28 of the respondents to use MTN network. The brand name of MTN also influenced 18 of the respondents to choose MTN network. The quality of the service as well as country of origin of MTN influenced 15 and 4 respondents respectively to choose MTN network. It was obvious from the results obtained from the respondents that, CSR activities performed by MTN had a positive impact on consumer purchase of the network.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This section presents the summary of the findings and conclusions from the study and also makes relevant recommendations based on the results. This chapter is divided into four sections; Summary and Discussion of findings, Conclusions, Recommendations and Areas for further study.

5.1 Summary of the study

The main objective of this study was to examine the effect of CSR activities on consumer purchasing decision of MTN using La Nkwantanag Madina Municipality as a study area. From the study, the researcher found out that, customers are aware of the fact that MTN currently embarks on CSR activity such as hepatitis B Campaign project, annual blood donation projects, building of schools, provision of text books, school uniforms,

development of ICT centers, MTN Ghana foundation and Heroes of Change project. However, what remained unknown was whether it has an effect on customer purchasing decision of their network or not. The study also revealed that, there were other factors that influenced consumer patronage of MTN services such as Brand name, quality services, reference groups, promotions, bonuses and products offered by MTN and the country of origin. However CSR activities performed by MTN were rated as a higher factor that influence consumers stay and repurchase of the network. Data was collected from the questionnaire which was analyzed, summarized, and interpreted accordingly with the aid of descriptive statistical techniques. Quantitative methods were used in the analysis of the primary data collected. The data was analyzed using Statistical Package for Social Scientists (SPSS) and Microsoft Excel.

5.2 Conclusion

The discussion of the findings is in relation with the objectives of the study. It has found that the Views from respondents indicated that, CSR activities performed by MTN were health related activities, economic empowerment activities and educational related activities and these are very significant CSR activities that are helping attract marketing value for MTN. The study also identified some other factors that influence customer purchase decision of MTN apart from Corporate Social Responsibility. CSR activities embarked on by MTN according to customers have a strong influence on their purchase decision of the services of MTN.

5.3 Recommendations

Regulatory bodies should be firm in enforcing laws in corporate organizations and CSR should be viewed as part of the code of ethics of any corporate organization also there should be a national policy from government to set parameters for CSR in Ghana. Again the researcher recommends that MTN should deepen the performance of its CSR activities to cover more of environmental protection activities, performing in line with the legal requirements, meeting economic objectives and be ethical in their operations. Additionally, the quality of service provided by MTN must also be critically paid attention to as they are paying critical attention to their CSR activities as well. It would be better to work all things in the right direction. This will make people see MTN as the best not only in the field of CSR performances but also the provision of better service. At the long run the profitability of the organization would double if they pay critical attention to these factors.

5.4 Limitations of the Study

This research is limited in scope; the sample was restricted to MTN customers of La Nkwantanag Madina Municipality, Accra which could have some impact on the results. The findings would be more generalized if all customers of MTN in Ghana would be included in the sample.

5.5 Further Studies

Future studies should include several manufacturing and service provision companies into the study context. Future researchers should examine the effect of CSR activities and its impact on various sexes (male and female) purchasing decision. This study examined the effect of CSR on customer purchase intention of MTN within the Ghanaian context. Therefore future research could extend this study to cover other African countries in order to explore the extent to which socially responsible organization impact on customer purchasing decision due to differences in macro-environmental factors and consumer behaviour.

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