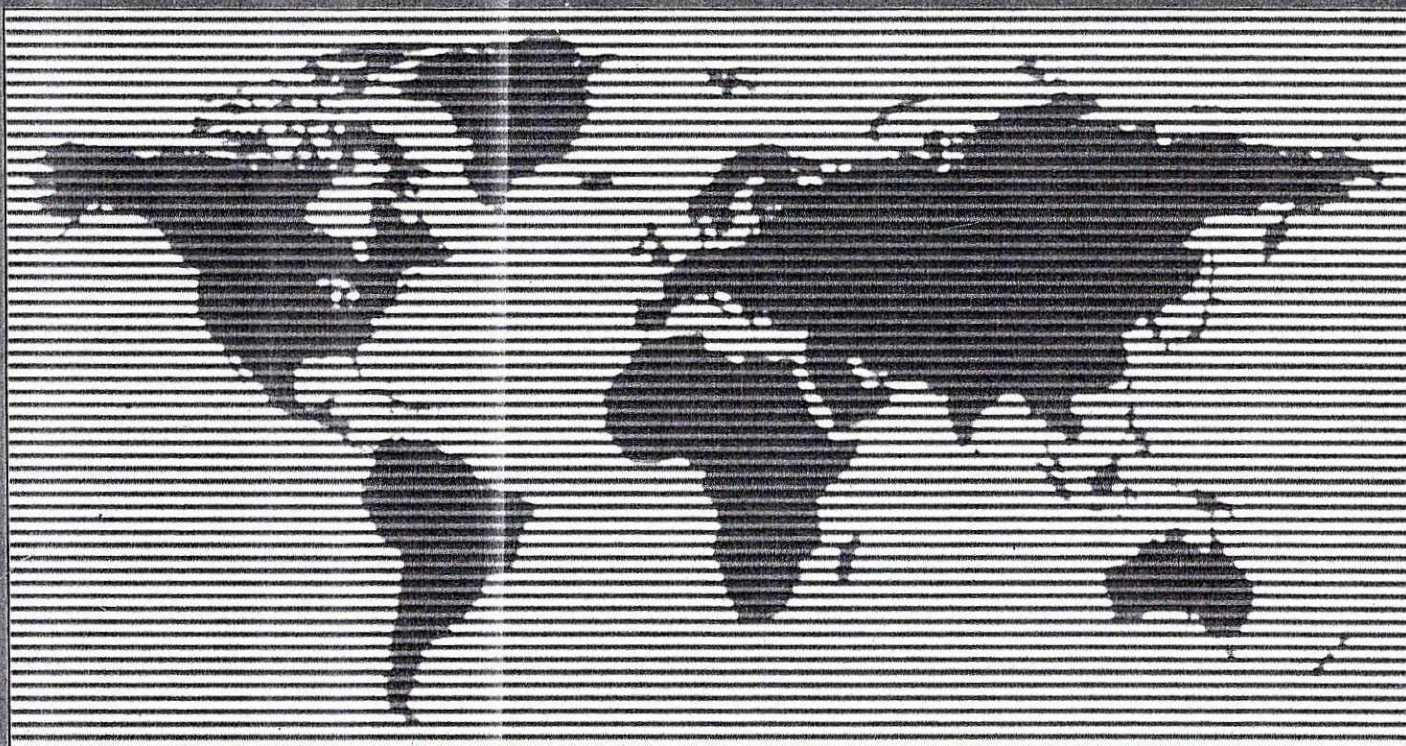


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ABSTRACT

This study investigated the extent to which the CSR activities of organizations in the Nigerian telecommunications industry affect consumers' attitude towards their corporate image and contribute to the purchasing intention of the prospective consumers. The aim of this study is to assist marketers in the Nigerian GSM telecommunications industry develop strategies that will help them take full advantage of CSR towards improving their corporate image, consumers' purchase intention and patronage. The exploratory research design was employed to study a sample of 600 consumers of the four major operators in the Nigerian GSM telecommunications industry. It was discovered that consumers' feelings about their company's CSR attributes was related to how they felt about their company's image and purchase intention. Thereby supporting existing literature that there is a positive relationship between CSR and attitude towards corporate image and purchase intentions.

Keywords: CSR, Consumers' Attitude, Corporate Image, Purchase Intention, Nigerian GSM Telecommunication Industry

1. INTRODUCTION

In recent years organizations the private sector are making concerted efforts to incorporate Corporate social responsibility (CSR) into their profiles mainly because of the dynamism and increased competition in the marketing environment as well as because of the increasing strategic importance of stakeholder relationships, knowledge and brand reputation. CSR has been conceptualised in different ways by various scholars. For instance, Šimić and Štimac (2013) viewed CSR as representing a company's commitment to minimizing or eliminating any harmful effects and maximizing its long term beneficial impact on society. (Porter and Kramer, 2006) opined that CSR depends on being a good corporate citizen and addressing every social harm the business creates while Kotler and Lee (2005) defined CSR as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources".

Research by scholars have revealed that though corporate social responsibility (CSR) can take various forms and can be targeted at any stakeholder group, its main goal is to create an image of a company as responsive to its stakeholders and subsequently create competitive advantage (Šimić and Štimac, 2013). For instance, research has revealed the benefits of corporate bodies being socially responsible which include: reduced exposure to a variety of legal and reputational risks (Levine, 2008), improved organizational and brand image, easier attraction and retention of employees, easier attraction of investors, increased market share, reduction in operating costs (Pirakatheeswari, 2010) among others. Also, Schiefelbein (2013) opined that engagement in CSR can have a variety of direct positive effects for a company and its consumers' purchase behavior. This is in support of the experimental results of Mohr and Webb (2005) which indicated that CSR had an important and positive influence on company evaluation and purchase intent. Dodd and Supa (2011) viewed purchase intention as the likelihood that a consumer intends to purchase a product. On the otherhand, (Šimić and Štimac (2013) opined that attitudes are focused on specific objects or situations and they are illustrated by consumer support of socially responsible behavior, perceived effectiveness of actions taken to encourage socially responsible

companies, their suspicion about business intentions and need for government regulation of socially responsible activities of companies. Given the foregoing, it is important to investigate the relationship between consumers' purchase intentions and organizations' involvement in socially responsible programs because such an understanding would contribute to the understanding of CSR as a strategic management as well as marketing tool. This is because CSR is not simply about moral philosophy, it is strongly connected to the long-term future of a business (Ellis, 2013) and it is a marketing tool for building company image and reputation Šimić and Štimac (2013). This study sought to go straight to the source of an organization's financial performance by studying consumers as suggested by (Dodd and Supa, 2011). To this effect, it sought to investigate the impact of CSR on consumers' attitude towards corporate image and purchase intention in the Nigerian GSM telecommunication industry.

1.1 Statement of Problem

Though, marketing research of CSR has mainly focused on CSR toward customers and channel members and a number of research reveal that consumers actively engage in positive word of mouth about companies committed to CSR activities (Šimić and Štimac (2013); consumer focused CSR research has been mainly focused on cognitive and affective as well as behavioural factors that influence their buying decisions (Šimić and Štimac (2013). While several research have revealed that there is a positive relationship between a company's CSR actions and consumers' reaction to that company and its product (Bhattacharya & Sen, 2004; Sen & Bhattacharya, 2001), CSR and consumers' company evaluations and product purchase intentions (Brown & Dacin, 1997; Carrigan, Szmigin, & Wright, 2004; Creyer & Ross, 1997; Maignan, 2001; Schroeder & McEachern, 2005; Uusitalo & Oksanen, 2004; and Percý, 2007), attitude toward CSR Schiefelbein (2013), attitude toward brand, and purchase intention, regardless of the type of CSR initiative (Chaisurivirat, 2009) and CSR and consumer purchase intention Dodd and Supa (2011). Yet some other studies found no relationship between awareness of CSR activities and consumer purchase intention (Ali, Ur, Kashif, Yilmaz; Nazir and Ali, 2010). However, to the best of our knowledge, a research of this kind has never been performed in the Nigerian GSM telecommunications industry. Thus, this study seeks to fill this gap in literature by investigating the impact of CSR on consumers' attitude towards corporate image and purchase intention in the Nigerian GSM telecommunication industry. Such a research is important in Nigeria given the advantages accruable to organizations that adopt CSR as part of their marketing strategy. Some of these advantages as identified by scholars include: reduced costs (Ali et al, 2010), generation of goodwill (Asongu, 2007), long-term organizational sustainability, increased staff commitment and involvement, long-term return on investments, enhanced capacity to innovate, enhanced brand value and reputations, improved financial performance, (Jones, Comfort, Hillier, & Eastwood, 2005) and improved relationship marketing.

1.2 Statement of Hypotheses

Given the aims of this study, the following hypotheses were formulated.

- H_i: Consumers of companies in the Nigerian GSM telecommunications industry consider all the CSR attributes to be equally important.
- H_{ii}: Consumers of companies in the Nigerian GSM telecommunications industry consider the cash type of CSR support to be more important than product/equipment CSR support.
- H_{iii}: Consumers of companies in the Nigerian GSM telecommunications industry prefer support of CSR that is regular as opposed to occasional.
- H_{iv}: There is a positive relationship between CSR attributes of companies in the Nigerian GSM telecommunications industry and consumers' attitude towards corporate image.
- H_v: There is a positive relationship between CSR attributes of companies in the Nigerian GSM telecommunications industry and Consumers' purchase intention.

2. LITERATURE REVIEW

2.1 ORIGIN OF CSR

Asongu (2007a) opined that Corporate Social Responsibility (CSR) is as old as business itself and using the qualitative approach traced the origin of CSR from ancient times to modern day. He viewed the historical development of CSR from two broad periodic perspectives namely: pre 1900 and from 1900 to present. To this effect, he traced the origin of CSR to as far back as 5000 years ago when laws to protect

forests were promulgated and also around 1700 BC in Mesopotamia when builders, inkeepers and farmers were put to death when their activities caused major inconveniences or the death of others (Brass Centre, 2013) and observed that CSR was a part of the African business history given that in traditional African societies organizations were primarily seen as providing benefits to the society.

However, scholars are not agreed on the exact origin of Corporate Social Responsibility (CSR). For instance some opined that CSR is a business philosophy that became popular in the 21st century (Ellis, 2013). While Šimić and Štimac (2013). posited that CSR has been the subject of numerous researches since the 1950s. However, most scholars agree with the fact that the concept CSR was coined by Bowen in 1953 (Corporate Watch, 2013).

From the conceptual point of view, Moura-Leite and Padgett (2011) traced the evolution of CSR and concluded that CSR research has been changing continuously during the last 60 years. According to them, CSR had impacted on organizational behaviour for quite some time. For instance, results from their findings reveal that in the 1950s the main focus of CSR was businesses' responsibilities to society and doing good deeds for society, in the 1960s social changes were shaped by key events, people and ideas; in the 1970s the traditional managerial functions were applied to CSR issues by business managers; in the 1980s the stakeholders concept was incorporated into CSR as business and social interest converged. CSR became universally accepted in the 1990s while in the 2000s CSR became an important strategic issue. On the other hand, Percy (2007) building on the chronological classification developed by Schwalb and Garcia (2003) and integrating new concepts from the literature, identified the development of CSR in stages. According to her, the first is the germinal stage which was characterised by an entrepreneurial spirit and the laissez-faire philosophy started during the last decades of the 19th century. This was followed by the emergent stage which was characterised by managerial values, principles and the emergence of the formal concept of corporate social responsibility (CSR) by Bowen (1953). Then came the developmental stage in the 1960s which was characterized by an action-oriented managerial inclination which was focused on the processes that ensure the capacity of a firm to respond to its environment. The generalization and audit stage evolved between the 1980s and 1990s with the advent of the stakeholder theory which posited that an organization is not only responsible to the society but also to legitimate stakeholders such as shareholders, employees, customers, suppliers, and local communities (Van der Putten, 2005).

2.2 Definitions of CSR

CSR has gained prominence in marketing literature in recent years and CSR programs have become popular corporate marketing strategies (Pirsch, Gupta, Grau (2006). Studies by scholars have revealed that CSR can take a range of forms varying from cause related marketing, environment protection, product safety, philanthropy, to fair treatment of employees (Šimić and Štimac (2013). The concept CSR has been given different names by various scholars. For instance it has been conceptualised as corporate citizenship, corporate philanthropy, corporate giving, corporate community involvement, community relations, community affairs, community development, corporate responsibility, global citizenship and corporate social marketing. (Dodd, and Supa (2011), corporate social performance and sustainable responsible business (Ali *et al.*, 2010); society and business, social issues management, public policy and business, stakeholder management, corporate accountability, and corporate sustainability (Garriga and Melé, 2004; and Kotler and Lee, 2005). Nevertheless, Šimić and Štimac (2013) concluded that the general intention of all CSR activities is to create an image and reputation of a company as responsive to society while Maignan and Ferrell (2004) introduced a conceptualization of CSR that emphasized its role and potential contribution of the marketing discipline. The above views reveal that scholars are not agreed on the exact definition of CSR (Asongu, 2007a); Dodd and Supa, 2011; Schiefelbein, 2013). For instance Bowen (1953) as cited in Percy (2007) defined CSR as comprising "the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society". Carroll (1979) viewed CSR as encompassing the economic, legal, ethical and discretionary expectations that society has of organizations at a given point in time. Ali *et al.* (2010) conceptualised CSR as an approach whereby a company considers the interests of all stakeholders both within the organisation and in society and

applies those interests while developing its strategy and during execution. While Asongu (2007a) opined that CSR is still evolving, and covers the responsibilities of organizations towards the society within which they are based and operate. Thus, CSR entails the identification of stakeholder and incorporation of the needs of these groups within the strategic day-to-day organizational decision-making process (Asongu, 2007a and University of Miami, 2007). Given the foregoing, Smith and Langford (2009) concluded that since CSR means different things to different stakeholder hence an adequate conception of CSR needs to be developed in terms of each group. Hence, Asongu (2007b) defined strategic CSR as the investment on moral, reputational, license to operate and sustainability activities into organizational business strategy. This paper focus on the reputational CSR activities as they impact on consumer attitude towards corporate image and purchase intention.

2.3 CSR and Marketing In Organizations

Various scholars have studied the relationship between CSR and several variables in the field of marketing such as attitude, corporate image and consumer purchase intention. For instance, a study conducted by Schiefelbein (2013) on the general insight about CSR in the Netherlands revealed that Dutch consumers have a positive attitude regarding CSR and are interested in this topic. Research by scholars such as Brown and Dacin (1997), Carrigan *et al.*, (2004), Creyer and Ross (1997), Maignan (2001), Schroeder and McEachern (2005), and Uusitalo and Oksanen (2004) revealed that there is a positive relationship between CSR and consumers' company evaluations and product purchase intention. Similarly, research has revealed that there is a positive relationship exists between a company's CSR actions and consumers' reaction to that company and its product (Bhattacharya & Sen, 2004; Sen & Bhattacharya, 2001).

Also, while exploring the relationship among CSR, attitude toward the brand, purchase intention, and persuasion knowledge, Chaisurivirat (2009) discovered that there is a positive relationships among attitude toward CSR, attitude toward brand, and purchase intention, despite the type of CSR initiative. Niruttikul and Aiyeku (2011) in their study of Thai consumers also support Chaisurivirat's earlier study. Given that CSR can positively influence attitude toward brand and which can positively lead to purchase intentions. This is supported by Zhilong, Rui, and Wen (2011) whose study on chinese consumers also revealed that a positive relationship between CSR, corporate evaluation, product association, and purchase intention and that consumer responses to CSR vary across different product categories. Similarly, while studying the influence of CSR on purchasing behaviour in Peru and Spain, Percy and Morales, (2012) found that there is a positive relationship between CSR and corporate abilities (CA) regarding consumer behaviour. However, the study by Ali *et al.*, (2010) on the effects of CSR on consumer retention in cellular industry of Pakistan gave a conflicting result and revealed that there is no relationship between awareness of corporate social responsibility activities and consumer purchase intention for cellular industry of Pakistan. Thereby supporting the views of Berger, Cunningham and Kozinets (1999); Holmes and Kilbane (1993) and Mohr, Webb, and Harris (2001).

2.4 Brief Overview of the four selected GSM telecommunication Companies in Nigeria

The four major licensed operators in the Nigerian GSM telecommunication industry are: Mobile Telecommunication Network (MTN) which is a part of the MTN Group, a South Africa based company which was licensed on February 9, 2001 as a GSM operator in Nigeria and was the first GSM network to make a call in Nigeria on the 16th of May, 2001 (Jidaw Systems limited (2012). Airtel Nigeria (Airtel Networks Limited) which is a member of the Airtel Africa Group and was the first to be licensed as a GSM operator in Nigeria in 2001, when it was Econet, and made history by becoming the first telecoms operator to launch commercial GSM services in Nigeria on the 5th of August, 2001 (AIRTEL Nigeria. 2013); Globacom Limited which is a member of the Mike Adenuga Group that was launched in Nigeria as a telecommunications company in 2003 and which in the first year of operation, had one million subscribers in over 87 towns in Nigeria (ITRealm, 2009; Wikipedia, 2012); And the Emerging Markets Telecommunication Services (EMTS), known as Etisalat, which is a private Nigerian company duly incorporated in January 2007 that went into partnership with Mubadala Development Company and Etisalat of the United Arab Emirates. Etisalat is the latest entrant into the Nigerian GSM telecommunication industry which made the first official call on its network on the 13th of March, 2008 Etisalat Nigeria (2013).

3. METHODOLOGY

Research Design: This study used the exploratory research design using survey research.

Population and Sample Size: The study population comprise organizations in the Nigerian GSM telecommunication industry. The judgmental sampling procedure was used to select a sample four major operators in this industry namely: MTN, GLO, Airtel and Etisalat while the convenience sampling procedure was used to select a sample of 600 consumers of these four major operators from tertiary institutions other than universities in Lagos metropolis namely: Lagos State Polytechnique, Yaba College of Technology, Lagos City Polytechnique and Federal College of Education.

Research Instrument: Data for this study was gathered using a questionnaire which was designed to gather data on the CSR attributes/initiatives/activities of organizations in the Nigerian GSM telecommunications industry are related to their consumers' attitude toward corporate image and purchase intention. The questionnaire was divided into five sections with a total of 43 questions. Section A was divided into two parts. Part I was made up of 7 questions which collected demographic data about the respondents while part II was made up 3 questions which collected data about their GSM providers. Sections B was divided into three parts. Part I was made up of 12 questions designed using two-item seven-point Likert scale with anchors varying from 'very important' to "not as important" and it was used to collect data on respondents' attitude towards CSR attributes (Cui, Trent, Sullivan, and Matiru, 2003). Part II contained 18 questions which were designed using two-item seven-point Likert scale with anchors varying from 'Strongly agree' to "Strongly disagree" and it was used to collect data on respondents' attitude toward the corporation. While Part III contained 3 questions which were designed designed using two-item seven-point Likert scale with anchors varying from 'Definitely will buy' to "Definitely will not buy" and it was used to collect data on consumers' purchase intention (Cui *et al.*, 2003; Hou and Li, 2008; Lee *et al.*, 2009; Lee and Shin, 2010).

Data Collection and Analytical Procedure: Data was collected over a period of 3 months and was analysed using descriptive statistics via the SPSS (Statistical Package for Social Sciences) software. While the hypotheses were tested using One-Way Analysis of Variance, Paired t-test for differences of means, Chi Square Analysis and Correlation Analysis.

4. DATA ANALYSIS AND DISCUSSION

4.1 Response Rate

Out of the 600 instruments administered, 544 were correctly filled and returned resulting in a response rate of 90.67%.

4.2 Respondent Profiles

Respondents were primarily young; 61.4% were less than 26 years old and 37% were between 26 and 35 years old. They were mostly full time students (67.6%) and were studying management and business (47.6%) while 56% were male. Their monthly GSM bill was between N200-N10,000 (88.1%) and almost all of them pay the bill themselves (96.3%). Their GMS service providers were MTN (47.6%), GLO (17.5%), Airtel (23%) and Etislata (10.3%). On charitable giving 14.9% gave regularly; 53.5% gave occasionally; 31.6% gave only once or not at all.

4.3 Reliability Test

The reliability test in table 1 indicates that the instrument has good internal consistency and is highly reliable. The Cronbach's alpha coefficient for the constructs CSR Initiatives (0.804) , belief about my service provider (0.840) , feelings towards my service provider (0.788) and purchase intention (0.841) were under acceptable range $\alpha \geq 0.7$ (Girden, 2001).

Table 1: Cronbach's Alpha Test

Constructs	Cronbach's Alpha Coefficient
CSR Initiatives	0.804
Belief about my Service Provider	0.840
Feelings towards my Service Provider	0.788
Purchase Intention	0.841

Source:Survey Research, 2012

4.4. Tests of Hypotheses

H_i : Consumers of companies in the Nigerian GSM telecommunications industry consider all the CSR attributes to be equally important.

Table 2: Important CSR Attributes in the GSM Telecommunications Industry

Attributes	Average
Social Welfare	6.22
Education	6.13
Health	5.71
Natural disaster	4.65
Environmental protection	5.18
Wildlife preservation	4.67
Local community development	5.50
Donation	5.46

Source:Survey Research, 2012

Table 2 shows the CSR attributes that consumers consider important in the GSM industry. A one way analysis of variance was performed to determine if there were significant differences in the respondents' rating of the Corporate Social Responsibility attributes. The null hypothesis was rejected: there are significant differences ($F=59.69$, $p<.001$). Social welfare, education and health were rated highly. Natural disaster and wildlife preservation were rated the lowest, but still in the neutral-to-important range.

H_{ii} : Consumers of companies in the Nigerian GSM telecommunications industry consider the cash type of CSR support to be more important than product/equipment CSR support.

Table 3: Type of CSR Support - Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Cash	5.65	510	1.658	.073
PProd Product	5.45	510	1.726	.076

Source:Survey Research, 2012

Table 3 shows the type of CSR support that consumers of GSM companies consider to be important. A paired t test was used to test the difference between the ratings respondents gave to the cash type of support vs. the Product/Equipment type of support. The cash type of support received ratings that were significantly higher ($t=2.0$, $p=.023$).

It should be noted that while the difference was significant both received ratings that indicated respondents deemed them important. The hypothesis of no difference was rejected thus the research expectation was supported.

H_{iii} : Consumers of companies in the Nigerian GSM telecommunications industry prefer support of CSR that is regular as opposed to occasional.

A paired t test was used to test the difference between the ratings respondents gave to the regular type of support vs. occasional support. No significant difference was found ($t=.81$, $p=.418$). It appears that consumers see any length of support as important. This does not confirm the research expectation that consumers prefer consistent support.

When looked at by categories however the results showed a different picture. A Chi Square analysis of the consolidated categories of important vs. not important on both the variables of cash support and regular support showed a significant difference in the observed vs. expected results ($p<.000$). Of those who considered cash support to be of lower importance more than expected felt it was not important that it be consistent or regular. Basically those in this group were 1.5:1 of the opinion that it did not matter if the support was regular while the respondents as a whole were 5:1 of the opinion that support should be consistent. This does not address the hypothesis as stated but does illustrate an important finding: the preference for support that is regular is associated with the respondents' feeling on the importance of the support, in this case cash support. Those who think cash support is important are also more likely to think it is important that it is regular and vice versa.

A Chi Square analysis of the consolidated categories of important vs. not important on both the variables of product or equipment and regular support was also performed. It also showed a significant difference in the observed vs. expected results ($p<.000$). Of those who considered product support to be of lower importance more than expected felt it did not matter if it was consistent or regular. The differences were not as dramatic as those seen in the cash analysis, however. The group who did not think that product or equipment support was important was fairly evenly split as to whether it was important that whatever support given should be regular or consistent.

While there was no significant difference in attitudes between the length of support (H_{iii}), when addressing the issue by combining attitudes toward the type of support (H_{ii}) and length of support (H_{iii}) there were differences found. It was also interesting that when addressing the length of support for product or equipment in this way, even those who thought it was less important seemed to feel that it should be of a more regular nature; and overall the group felt had a higher proportion of respondents who felt that the support should be regular than when dealing with cash type of support.

H_{iv} : There is a positive relationship between CSR attributes of companies in the Nigerian GSM telecommunications industry and consumers' attitude towards corporate image.

Table 4: CSR Attributes of GSM companies and Consumers' Attitude towards Corporate Image – Correlations

		CRS	Image
CRS	Pearson Correlation	1	.533**
	Sig. (2-tailed)		.000
	N	527	510
Image	Pearson Correlation	.533**	1
	Sig. (2-tailed)	.000	
	N	510	519

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Survey Research, 2012

Two scales were created to measure the respondents evaluation of the CSR attributes of companies and their corporate image. The items that were included on the company attribute scale included: sponsoring many social contribution programs; and more than their competitors; concern for customers; and belief in the program's benefit to society. The items that were included in the corporate image scale were: items which addressed service, quality of service, support and corporate management.

Table 6 reveals that a correlational analysis indicated a significant, but moderate, relationship between attitudes toward CSR attributes of companies and corporate image.

Overall the customers were equally positive in their beliefs about their provider's CSR activities and their image. This difference was evaluated via a paired t test and the differences were not significant ($t=-1.89$, $p=.85$). Both scales were only in the slightly positive range, however: 5.4 out of 7.

The research hypothesis of a positive relationship between CSR attributes of companies in the Nigerian GSM telecommunications industry and consumers' attitude towards corporate image was supported, but the relationship was moderate.

H_v : There is a positive relationship between CSR attributes of companies in the Nigerian GSM telecommunications industry and consumers' purchase intention.

Table 5: CSR Initiatives of GSM companies and Consumers' Purchase Intention - Correlations

		CRS
CRS	Pearson Correlation	1
	Sig. (2-tailed)	
	N	527
Charity	Pearson Correlation	.406**
	Sig. (2-tailed)	.000
	N	516
Choose	Pearson Correlation	.434**
	Sig. (2-tailed)	.000
	N	514
Higher\$	Pearson Correlation	.348**
	Sig. (2-tailed)	.000
	N	512

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Survey Research, 2012

Table 5 revealed that a correlational analysis indicated significant, but weak to moderate relationships with the purchase intentions. It appears that the way customers feel about the CSR characteristics of their company and their intent to buy from a provider because they contribute to charity is only moderate, 0.406. The relationship between their attitudes CSR and their choice of a provider due to involvement with charitable causes is also moderate, 0.434; and the correlation between willingness to pay a higher price because of charitable work and attitudes toward CSR activities is positive but less strong: 0.348.

Overall the ratings of purchase intentions were the lowest recorded. The ratings were: 5 (out of 7) for buying service from a provider because they contribute to charity; and 4.6/7 for both the choice of provider because of involvement with charitable cause and willingness to pay higher price for a provider that contributes to charitable causes.

The research hypothesis of a positive relationship between CSR attributes of companies in the Nigerian GSM telecommunications industry and consumers' attitude towards purchase intention was supported, but the relationship was only weak to moderate.

5. CONCLUSIONS

This paper has focused on two main issues. First, it determined the CSR attributes, type and length of CSR support that consumers of GSM companies consider to be important. Findings revealed that this group of student respondents was overall very positive in their responses. They did not feel that any of the CSR attributes were unimportant. They did however differentiate among the attributes in terms of

what they felt were important: social welfare and education were the priority. Both types of support—cash and product and/or equipment—were considered important but the results seemed to indicate that while the group in general was equally supportive of CSR that was either regularly or occasionally given, and when considered by type of support it seemed that the feeling was that product and equipment support needed to be more consistent. It appears that while not favorable, less consistency in cash support was more tolerable.

The second focus of the paper is the nature of relationship and the impact of CSR attributes on consumers' attitude towards corporate image and consumers' purchase intention. As expected how respondents felt about their company's CSR attributes was related to how they felt about their company's image. How they felt about their company's CSR attributes was also related to their purchase choice and intention. This support the views of scholars such as Brown and Dacin (1997), Carrigan *et al.*, (2004), Creyer and Ross (1997), Maignan (2001), Schroeder and McEachern (2005), and Uusitalo and Oksanen (2004), Bhattacharya and Sen (2004); Sen and Bhattacharya (2001) and Chaisurivirat (2009) that there is a positive relationship between attitude towards corporate image and purchase intentions.

6. RECOMMENDATIONS

Based on the findings, the following recommendations are made for companies in the Nigerian GSM telecommunications industry. Due to the high interest and positive consumer attitude companies should start or increase their engagement in CSR. (Schiefelbein, 2013).

- Companies in the industry should increase their investments in CSR.. Corporate social responsibility not only influence attitude towards the company, it also influences purchase intention.
- They should embark on a wide range of CSR activities. They should not only concentrate on sales promotion activities. They should go into other areas such as education, health, community development and environmental protection.
- When embarking on CSR programmes, they should not only give cash. They should include their products and other accessory equipment that the consumers may need. This is important especially in social welfare and donations.
- The length of support by the companies should be regular but there is need to also be involved in occasional CSR activities. There are some circumstances that affect the society on occasional basis such as natural disaster. In such situations, it is expected that GSM companies should assist either financially or materially.
- CSR initiatives must be backed with quality services since a major issue in the GSM industry in Nigeria is poor service delivery. Thus, for any company in the industry to enjoy the benefits of CSR, it should also provide quality services.

7. FUTURE RESEARCH

We suggest that future research can be conducted on a breakdown by company to see if there are significant differences between them. Also, this study can be replicated in product based organizations and a comparative study done by comparing the results between service based and product based organizations.

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