

**EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES ON
BRAND AWARENESS OF TEA MANUFACTURING FIRMS IN BOMET
COUNTY**

**FLORENCE CHEPKOECH MITEY
MBA/8955/15**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION AT STRATHMORE UNIVERSITY**

MAY, 2020

DECLARATION

Declaration by the Student:

This research project is my own original work and has not been presented for award of a degree in other examination body. No part of this work should be reproduced without my consent or that of Strathmore University.

Signature:.....Date:.....

FLORENCE CHEPKOECH MITEY

MBA/8955/15

Declaration by the Supervisor:

This research project has been submitted for examination with my approval as the university supervisor.

Signature:.....Date:.....

DR. NANCY NJIRIAINI

LECTURER SUPERVISING

ACKNOWLEDGEMENT

I wish to acknowledge the efforts of my supervisor Dr. Nancy Njiraini who took time to guide me through the writing of this document. I also acknowledge my friends for their moral support and companionship throughout my studies. Special thanks to my family for the accorded support emotionally, economically and for their unending love throughout my studies. Above all God, for His sustenance and grace throughout my studies.

DEDICATION

To my wonderful family for their uttermost support and encouragement that were a pillar to the success of the write up. Also to my friends for their continued support and motivation during my entire period of my study. Thank you and May the almighty Lord bless you abundantly.

ABSTRACT

The concept of Corporate Social Responsibility has been growing among business communities in recent years. There have been questions as to whether there is any benefit to organizations engaging in CSR activities which are sometimes viewed as costly to the organization. From most empirical literature, firms' CSR activities do have positive impact on company's brand image, recognition or reputation which leads to higher performance through more purchases. This study sought to analyze the effects of corporate social responsibility (CSR) activities on brand awareness by looking into the CSR activities carried out by tea manufacturing firms in Bomet County. Specifically the study will determine the effect of education CSR on brand awareness of tea manufacturing firms in Bomet County, establish whether health CSR affects brand awareness of tea manufacturing firms in Bomet County and determine the effects of environmental CSR on brand awareness of tea manufacturing firms in Bomet County. The study adopted a descriptive approach and the researcher administered questionnaires to 60 middle level and top level management of tea manufacturing firms using census technique. Using multiple regression analysis and correlation analysis, the primary data was examined to determine the relationship between CSR activities and brand awareness. Findings indicated a lack of evidence of CSR impact as perceived by members of the public albeit high level of engagement in CSR as perceived by company staff.

TABLE OF CONTENTS

DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATIONS/ACRONYMS	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study	1
1.1.1 Corporate Social Responsibility	1
1.2 Problem Definition	7
1.3 Research Objectives.....	8
1.4 Research Questions.....	9
1.5 Scope of the Study	9
1.6 Significance of the Study	9
CHAPTER TWO	11
LITERATURE REVIEW	11
2.1 Introduction.....	11
2.2 Theoretical Review	11
2.3 Empirical Review	13
2.4 Research Gaps.....	20
2.5 Conceptual Framework.....	22

2.6 Operationalization of variables	23
CHAPTER THREE.....	25
RESEARCH METHODOLOGY	25
3.1 Introduction.....	25
3.2 Research Design	25
3.3 Target Population.....	25
3.4 Sample and Sampling Technique	26
3.5 Data Collection Methods and Instruments.....	26
3.6 Data Analysis Methods.....	27
3.7 Reliability.....	28
3.8 Validity	29
3.9 Ethical Considerations	29
CHAPTER FOUR.....	30
PRESENTATION OF RESEARCH FINDINGS	30
4.1 Introduction.....	30
4.2 Response Rate.....	30
4.3 Research Findings and Results Presentations	30
4.3.1 Demographic Characteristics of the Respondents	31
4.3.1.1 Distribution of Respondents by Gender.....	31
4.3.1.2 Distribution of Respondents by Highest Education Level.....	31
4.3.1.3 Distribution of Respondents by Age.....	32
4.3.1.4 Distribution of Respondents by Institution	33
4.3.1.5 Distribution of Respondents by Position	33
4.4 Discussion of Individual Objective results	34

4.4.1 Education CSR and Brand Awareness.....	34
4.4.2 Health CSR and Brand Awareness	35
4.4.3 Environmental CSR and Brand Awareness	36
4.4.4 Brand Awareness	37
4.5 Inferential Analysis.....	39
4.5.1 Correlation Analysis	39
4.6 Assumptions of Regression Model.....	40
4.7 Multiple Regression Analysis.....	42
4.7.1 ANOVA Results	43
4.7.2 Regression Coefficients Results	44
CHAPTER FIVE	46
DISCUSSION, CONCLUSION AND RECOMMENDATIONS	46
5.1 Introduction.....	46
5.2 Discussion of Findings	46
5.2.1 Demographic Characteristics of the Respondents	46
5.2.2 Education CSR and Brand Awareness.....	46
5.2.3 Health CSR and Brand Awareness	47
5.2.4 Environmental CSR and Brand Awareness	47
5.3 Conclusion	48
5.4 Recommendations.....	49
REFERENCES.....	50
APPENDIX I: QUESTIONNAIRE.....	58
APPENDIX II: TEST OF NORMALITY	63
APPENDIX III: SCATTER PLOTS FOR LINEARITY TEST	64

LIST OF TABLES

Table 2.1 Operationalization of variables	23
Table 3.1 Target Population.....	26
Table 3.2 Reliability Results.....	28
Table 4.1 Response Rate.....	30
Table 4.2 Gender Composition of the Respondents	31
Table 4.3 Level of Education of Respondents	32
Table 4.4 Age of the Respondents	32
Table 4.5 Distribution of Respondents by Institution.....	33
Table 4.6 Distribution of Respondents by Position	33
Table 4.7 Education CSR and Brand Awareness	34
Table 4.8 Health CSR and Brand Awareness	35
Table 4.9 Environmental CSR and Brand Awareness.....	36
Table 4.10 Brand Awareness	38
Table 4.11 Correlations.....	39
Table 4.12 Test of Homoscedasticity assumption	41
Table 4.13 Test of for Multi-collinearity	41
Table 4.14 Multiple Regression Model Summary.....	43
Table 4.15 ANOVA Results	43
Table 4.16 Individual Regression Coefficients.....	44

LIST OF FIGURES

Figure 2.1 Conceptual Framework.....	22
--------------------------------------	----

LIST OF ABBREVIATIONS/ACRONYMS

AIDS	Acquired Immunodeficiency Syndrome
ATO	Asset Turnover
CBK	Central Bank of Kenya
CD	Compact Disk
CSR	Corporate Social Responsibility
HIV	Human Immunodeficiency Virus
ISO	International Organization for Standardization
MFI s	Microfinance Institutions
NEEDS	Nikkei Economic Electronic Data manufacturing firms System
NGOs	Non-Governmental Organizations
NSE	Nairobi Stock Exchange
ROA	Return on Assets
ROE	Return on Equity
ROI	Return on Investment
ROM	Read Only Memory
SPSS	Statistical Package for Social Sciences

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The concept of corporate social responsibility has been growing among business communities in recent years. Organizations operating in the 21st century have to take into consideration the needs and expectations of its stakeholders. Over time, the European Union has undertaken various initiatives in social responsibility; including the launch of standard ISO, 26000 Social Responsibility, developed by the International Organization for Standardization (ISO) and designed to be applied by all organizations, not only by companies (Blowfield, 2015). According to World Business Council for Sustainable Development (1998), corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large.

Tian et al., (2011) noted that CSR activities have effect on consumers' product awareness, reputation and brand evaluation. Organizations are continuously seeking ways of increasing their visibility in the market for better financial performance. They have tried to achieve this by allocating high resources to CSR activities. The most crucial aspect therefore is to determine whether the investment in CSR is enhancing the brand awareness of the organization. Therefore, this study aims to understand whether the corporate social responsibility (CSR) has an impact on brand awareness. The main objective of this research is to establish the relationship between CSR activities and brand awareness of tea manufacturing firms in Bomet County.

1.1.1 Corporate Social Responsibility

The concept of Corporate Social Responsibility (CSR) has been captioned under various names such as philanthropy, corporate citizenship, corporate responsibility, strategic philanthropy and other names. Each name carries a specific aspect of the business role to the society (Motwani, 2012). The perspective of the role of business in the society can be seen in its definition where Cheers (2012) defines CSR as an ethical theory that an entity has an obligation or responsibility to act in a way that brings benefit to the society.

Cheers (2012) indicate that CSR initiatives can be applied in the context of legal, ethical, economic and discretionary expectation that the society has of organizations at a given point in time. Thus, companies in the regional, global and local context engage in CSR activities through community, environment, employee and economic CSR.

According to Lacey, Kennett-Hensel and Manolis(2015)Corporate Social Responsibility (CSR) refers the extent to which firms assume economic, legal, ethical, social and discretionary responsibilities vis à vis their stakeholders, can be considered as a marketing tool that, when well managed and communicated, collaborates in the search for differential positioning to stimulate consumer reactions. From the marketing point of view, Chen and Chang, (2013) state that CSR involves the proactive integration into the firm's social, environmental or cultural actions of activities that put into value, are capable of generating positive impacts for the firm and its stakeholders. It is, therefore, much more than a communicative reaction to poor brand positioning or an image crisis. Effectively, the literature on CSR (Hoeffler& Keller, 2002; McWilliams & Siegel, 2001) supports the idea that pro-social marketing activities can shape a differentiated market strategy for the brand and build brand value (Liu & al., 2014), which, in turn, might keep consumers loyal.

In the most modern definitions, CSR acquires strategic importance, joining in the mission, vision and organizational principles of companies (Hildebrand, Sen & Bhattacharya, 2011; Wood, 2010). Concerning CSR's dimensions, and considering the definitions of social responsibility that allude to the idea that companies must obtain benefit, obey the law and exceed the law, Carroll (1979) elaborated his model of four dimensions – economic, legal, ethical and philanthropic a theory that has been widely accepted in the literature on social responsibility (Carroll, 1991; Lewin, Sakano, Stephens, & Victor, 1995; Maignan, Ferrell, & Hult, 1999; Wartick & Cochran, 1985). Along the same line another model can be found; Galbreath, (2010) considered only three dimensions: economic, related to the commercialization of products; social, linked with the ethics inside and outside the organization; and ecological, which includes the responsible behavior towards the environment. This study emphasizes the stream of

studies that relate social responsibility and the development of brand awareness, these include; education CSR, health CSR and environmental CSR.

Education CSR programs show how much an institution is paying for their employees and for other people in the community who can't bear their education expenses. They further state that CSR health programs show how much an institution is paying for the health of their employees and for the health of other people living in the community (Iqbal *et al.*, 2013). Audra (2012) states that ethical activities concern a business organization's moral judgments about right and wrong. Decisions in an organization can be made by individuals or groups and such decisions influence the reputation of an organization and subsequently affect its performance, and competitiveness. Lastly, Mobil (2012) states that environmental CSR is a commitment by an organization to consider, not just the shareholders of an enterprise, but the interests of all stakeholders impacted by its activities. These include the employees, the consumers and suppliers of the business, the community in which it operates, and the environment.

According to Porter *et al.*, (2012), many of these companies do not have either lofty shared values conception or strategic approach to CSR. Instead, they engage in ad-hoc versions of CSR that evolve through different paths for various reasons. For instance, Porter *et al.*, (2012) argued that an organization could not underestimate the employees' philanthropic motivation as a driver to CSR. Globally, individual employees who are already engaged in their local communities will often carry pet causes to work, where little volunteer activity here, small donation there create a momentum of its own that often take the shape of formalization of support from the organization.

CSR issues in the Brazilian business environment are still not as widespread as compared to other countries. Nevertheless, pressures from interest groups and attention to such issues by the business media have increased concerns regarding corporate social performance in the country (Puppim, 2008). According to Sousa Filho *et al* (2010) CSR strategies resolve the existing tension between social objectives and profitability, as society and shareholders expect both and the results should be positive.

Visser and Tolhurst (2017) argued that the manifestation of CSR in developing countries is different from the Western world because of differences in culture and norms. Developed economies commonly use benchmarks such as CSR codes, standards and reports, while CSR practices in developing economies tend to be less formalized (Dartey-Baah, 2011). Generally, CSR practice in Africa is thought to be adopted from Western business theories although there is evidence to suggest that Western CSR theories are not totally applicable in Africa (Gugler & Shi, 2009). This is due to differences in drivers or causes of CSR in the West and in Africa, as well as cultural and managerial traits in Africa.

In South Africa, CSR is playing an increasingly significant role in companies' practices, particularly in the banking sector. CSR plays a special role because of the inherent finiteness of the resource base and the environmental and social impacts. CSR in South Africa has been shaped by international bodies. The International companies which commits its members to seeking continual improvement in performance and contribution to sustainable development so as to enhance shareholder value. The presence of many multinationals in South Africa has also contributed highly in the high trends in CSR practice (Margolis & Walsh, 2013).

In Nigeria, for instance, an organization known as the House of Tarahas grown from a door to door makeup business to a major player in the beauty and makeup industry expanding to other West African countries, The expansion is attributed to its adoption of strategic ICSR which played a strategic role in its gaining of competitive advantage through employees' (internal) loyalty (Motilewa & Worlu, 2015). On the other hand, studies in the field of CSR in Ghana have been silent on the issues concerning ICSR and competitive advantage as a strategy for business (Baba, 2012; Ofori, Nyuur & Darko, 2014). Nkundabanyanga and Okwee (2011) opines that in order to uphold the ideals of CSR, companies in Uganda need to enhance managerial discretion in their contracting process and develop competencies, learning and efficiency in order to impact positively on competitive advantage.

In Kenya, the concept of internal corporate social responsibility is not very well developed, as it is still an emergent concept in the country (Wafula, 2012). However, the level of cognition of the concept within the corporate community is rising steadily but it is largely considered more philanthropic and voluntary rather than a legal requirement (Hohnen, 2011). Thus, Kenya boasts of emerging specialist CSR organizations. Corporations have invested in corporate CSR, with an expectation of receiving a return, for example increased brand loyalty (Bondy, Moon & Matten, 2012). CSR is thus gaining momentum as organizations recognize the important role it plays in business performance (Iraya&Jerotich, 2013). Carroll (1979) elaborated his model of four dimensions – economic, legal, ethical and philanthropic a theory that has been widely accepted in the literature on social responsibility.

This study operationalizes the CSR definition by Carroll (1979), who elaborated his model of four dimensions – economic, legal, ethical and philanthropic responsibilities of an organization. This theory has been widely accepted in literature on social responsibility and is considered a basis of most modern day studies on CSR. This study dealt on the philanthropic responsibilities of organizations, which include; education CSR, health CSR and environmental CSR.

1.1.2 Brand Awareness

Brand awareness refers to the strength of a brand's presence in customers' minds and is an important component of brand equity (Aaker, 2012). Aaker mentioned several levels of brand awareness ranging from mere recognition of the brand to dominance, which refers to the condition where the brand involved is the only brand recalled by a customer. Aaker (2012) defines brand awareness as the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category. According to Keller (2008), brand recall refers to customers' ability to retrieve the brand from memory, for example, when the product category or the needs fulfilled by the category are mentioned. Keller (2008) argued that brand recognition may be more important to the extent that product decisions are made in the store. Customer based brand equity occurs when the

customer has a high level of awareness and familiarity with the brand and holds some strong, favourable and unique brand associations in memory.

Brand awareness refers therefore to the likelihood and ease with which a brand will come to consumers' minds. Langaro *et al.* (2015) explained that there is a positive correlation between brand communication efforts and brand awareness. They also demonstrated that social networking can help to create strong brand awareness.

Brand awareness is categorized by Aaker (1991) into three, that is: Top-of-mind awareness, which is the highest level of awareness, and it represents the first brand being named in an unaided recall task; Moderate level of awareness, where the brand recall is made by asking a customer to name the brand in a particular product category; Lowest level of awareness, the brand recognition is based on aided recall.

This study adopted Aaker's 2012 definition of brand awareness which defines brand awareness as the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category

1.1.3 Tea Manufacturing Companies in Bomet County

The tea industry remains one of the most significant industries in the Kenyan economy. Despite the fluctuating trends in world tea prices and production since late 1960s (TAML, 2009; van der Waal, 2013), its current contribution to the export earnings is estimated at six percent of the total national export value. Its export volumes, on the other hand, have been rising steadily from over 6,490 tonnes in 1938/39 to over 47,356 tonnes in 2010 (FAO, 2010). Such a record of growth suggests that the industry will remain one of the three most significant contributors to the Kenyan economy for the foreseeable future.

Tea manufacturing firms have engaged in different CSR initiatives with the motive of enhancing their performance in terms of increased market share, revenues, brand awareness, and employee performance. More tea manufacturing firms have engaged in

CSR activities especially in enhancing brand awareness. According to Szenthe (2015) the main economic activity in Bomet County is tea farming hosting two multinational tea companies and several KTDA managed tea factories. The multinational companies, that is, Unilever Tea and James Finlay, have invested heavily in CSR activities in the county thus the focus of this study. The two companies provide various services for their workers and surrounding villages. The benefits include free health care provision, housing, water, schools. They also engage in various environmental and ethical corporate social responsibility activities (Szenthe, 2015).

1.2 Problem Definition

Corporate Social Responsibility (CSR) and organizational business environment cannot work in isolation as they are interlinked. Globally, organizations face the idea of CSR and are advised to behave socially responsible on a wide range of issues. According to Hediger (2016), CSR activities do not compromise the future activities of the organization but takes into account the performance of present activities so as to maximize activities resulting from organization interactions with the community and natural environment where it does its business.

CSR is the commitment of institutions to contribute to employees, local community and society in ways that are good for both business and community development. However, most organizations find it difficult to understand the extent to which their responsibilities begin and end in relation to building infrastructure and creating economic opportunities. Socially responsible organizations should not only be profit-oriented but they should be responsible citizens who provide care to not only its employees but also to the local community and its surrounding environment. CSR initiatives are increasingly becoming popular in most established organizations especially in rural areas. However, organizations are struggling to demonstrate that there is benefit gained from CSR activities in a bid to justify investment of resources on them.

Previous research on CSR focused mainly on the effect of CSR on brand equity as a whole CSR and its impact on the company's performance, employees' productivity and

the society at large, for example, Feng, Yoon and Yingyi (2016) examined the Impact of Corporate Social Responsibility on Brand Value among 100 Global Brands, Rodríguez, PaValiño and Burguete (2017) examined the effects of corporate social responsibility on customer-based brand equity: Spanish hypermarket case. Rivera and Bigne (2019) analyzed the influence of CSR associations on brand loyalty among Spanish sportswear consumers. Mwanicha and Ouma (2017) did a study on the effects of social responsibility initiatives on performance of Safaricom Kenya Limited. Rutto (2018) examined the effects of corporate social responsibility on corporate identity of small and medium telecommunication firms in Kenya. Although studies have been conducted pertaining to CSR and brand equity; the findings obtained have been inconclusive. The influence that the CSR has on brand equity on tea manufacturing firms has not been well established. Additionally, there is scarcity of studies conducted in Bomet County therefore leaving gaps which this study seeks to fill. This study therefore aims at analyzing the effects of CSR activities by tea manufacturing firms and potential results it has for the brand specifically in terms of brand awareness.

1.3 Research Objectives

The study objective will comprise both the general and specific objectives as shown in the following sections.

1.3.1 General Objective

The general objective of this study was to analyze the effect of Corporate Social Responsibility (CSR) activities on brand awareness of tea manufacturing firms in Bomet County.

1.3.2 Specific Objectives

The study was guided by the following specific objectives;

- i. To determine the effect of education CSR on brand awareness of tea manufacturing firms in Bomet County.
- ii. To establish whether health CSR affects brand awareness of tea manufacturing firms in Bomet County.

- iii. To determine the effects of environmental CSR on brand awareness of tea manufacturing firms in Bomet County.

1.4 Research Questions

- i. What is the effect of education CSR affect brand awareness of tea manufacturing firms in Bomet County?
- ii. What is the effect of health CSR on brand awareness of tea manufacturing firms in Bomet County?
- iii. What is the effect of environmental CSR affect brand awareness of tea manufacturing firms in Bomet County?

1.5 Scope of the Study

The study focused on the relationship between Corporate Social Responsibility (CSR) activities and brand awareness tea manufacturing firms in Bomet County.

The study variables were education CSR, health CSR, environmental and brand awareness. The study adopted a descriptive approach and the study population was 60 middle level and top level management of tea manufacturing firms. Data was collected using questionnaires and analyzed using multiple regression analysis and correlation analysis. The study took a period of four months from January, 2020 to April, 2020.

1.6 Significance of the Study

Examining the effect of Corporate Social Responsibility (CSR) activities on brand awareness of tea manufacturing firms in Bomet County is of particular interest to all stakeholders considering their stake and interest position. The outcome of this study will help the management of tea manufacturing sector in development of strategies to foster better corporate citizenship. It will help them in understanding the effect of Corporate Social Responsibility (CSR) activities on brand awareness as such make better decision and concentrate on them in order to improve their organizations growth in the industry and the sector at large

In addition, Policy Makers will benefit coming up with policies that encourage sustainable agriculture in the tea sector. These policies will be of help in ensuring that the tea manufacturing firms engaging in CSR are recognized and given incentives since they contribute greatly to the economy. They might be able to formulate policies that will give Tea firms in Kenya a conducive atmosphere enabling them to craft strategies that might boost their brand awareness.

Furthermore, the findings will contribute to the understanding of CSR activities in the tea firms and make recommendations as to ways by which tea firms in Kenya can improve their brand awareness and align with shareholders and stakeholders interest.

Lastly, researchers who are conducting studies may use this research as their secondary data. The research will provide new facets in how Corporate Social Responsibility affects an organization's brands.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter outlines accessible literature on CSR activities and brand awareness perspective. In addition, a review of past empirical studies regarding the aforementioned two themes is also captured. This chapter summarizes the literature and identifies the various gaps and concludes with a conceptual framework.

2.2 Theoretical Review

The study was be guided by two theories. These are the stakeholder theory and brand relationships theory.

2.2.1 Stakeholder Theory

The theory was developed by R. Edward Freeman in 1984. The theory contends that a corporation is primarily responsible to its shareholders to maximize wealth. Consequently, social factors should not interfere in a corporation's business operations. In the modern business setting however, a company's core objective of profit maximization must be underpinned by a proactive approach to CSR in order to manage and mitigate a broader array of risk factors. Managing risk via community engagement and the implementation of socially responsible strategies is increasingly linked to business success and stakeholder confidence. Intangibles such as trust, ethics, corporate culture, firm's profits and community responsibility are increasingly relevant to consumers, business partners, governments, special interest groups, existing and potential employees and investors (Carroll & Shabana, 2010).

Mallin (2009) suggests that companies have an influence on the various stakeholders such as customers, internal publics, local communities, government and interest groups. According to Zu (2013), the stakeholder model was developed due to the realization of the lack of practicality in the socio-economic models by management scholars. This model postulates that companies should consider the interest of the different stakeholders in their operations, production and decisions. Mallin (2009) explains that as much as

stakeholders are recipients of the companies CSR, they also exert some influence on the company's CSR behavior.

Acquila and Jackson (2013) cited in Mallin view the creation and transformation of institutions as a result of the mutual interaction of the agency of actors influencing institutions. Mallin explains that consideration of the stakeholders who are related to CSR activity as actors may lead to a conclusion that CSR is a result of the interaction of the different actors. Zu (2013) explains that this model solved the problem of measurement and testing by defining the actors and their positions and functions in relation to one another.

Stakeholder theory will be relevant to the study because it looks at the relationships between an organization and its internal and external environment, how these relationships affect the organization's mode of conducting its activities, especially in this case how CSR activities has come to transform the organization and its brand awareness. Examples of stakeholders of a business include suppliers, customers, stockholders, employees, government, non-profit community organizations, and the local community among others. Increasingly, concerned citizen's world-wide have reacted to well performing organizations setting up brands in the middle of nowhere and not even employing locals to empower them. This has led to increased demand for CSR activities and calls for more stringent regulations on organizational CSR activities (Delmas & Toffel, 2009).

2.2.2 Brand Relationships Theory

This theory was advanced by Gummesson (2012) and pointed that there exist relationships among human beings. Consequently, customers define the brand relationship from their own individual perspectives and the brand relationship and relational value are very much personalized in the minds of customers. Customers generate individual relationships based on their individual perception of brand value, brand meaning and their experiences. That is, customers seem to personally create the brand through their communications across multiple contexts (Lindberg-Repo, 2009).

Fournier (2013) suggests the following typology of metaphors to represent common customer brand relationships: arranged marriages, casual friends/buddies, marriages of convenience, committed partnerships, best friendships, compartmentalized friendships, kinships, rebounds/avoidance-driven relationships, childhood friendships, courtships, dependencies, flings, enmities, secret affairs, and enslavements. While this typology contains most positive relationships, it may overlook a range of possible negative (adversary) and neutral (trading partner) ones. Aaker *et al.*, (2012) conducted a two-month longitudinal investigation of the development and evolution of relationships between customers and brands. They found that two factors experiencing a transgression and the personality of the brand had a significant influence on developmental form and dynamics.

The theory is relevant to this study because brand relationships produce many outcomes, most of which are positive. The stronger the consumer-brand relationships tend to be, the more likely it is to produce positive results for all parties involved in the relationship, not just the company. The customers' social needs are satisfied through the relationships they have built and maintained with the brand, while the brand gains adherence and advocacy from these consumers. This loyalty or strong bond with the customers is crucial for when the brand is subject to negative information or negative publicity, as this negativity can be detrimental to the consumer-brand relationship. However, if the consumer-brand relationship is strong enough, it has the capability to aid in the maintenance of the brand attitudes in light of the negative information

2.3 Empirical Review

This section presents the review of literature conducted in the past on as per the objectives of the study. These include effect of education CSR, health CSR and environmental CSR on brand awareness of tea manufacturing firms in Bomet County.

2.3.1 Education CSR and Brand Awareness

Education CSR programs show how much the institutions are paying for their employees and for other people in the community who can't bear their education expenses.

Nowadays supporting education is a key to success of manufacturing firms (Iqbal *et al.*, 2013).Iamandi and Munteanu (2014) assess corporate efforts in facilitating CSR through education as exercised in Romania, Bulgaria and Croatia. The researchers employ an exploratory research design collecting secondary data pertaining to company and government efforts in facilitating education through CSR. A total of 60 companies were involved with 30 being banking institutions and the other 30 being an aggregation of non-banking establishments. Findings indicated that the main avenues of education CSR, presented sequentially, involved – pure financial donations, long-term support, event promotion, event organizing, and finally, infrastructure development. These avenues therefore provide a rubric through which to assess the various education CSR approaches employed by companies operating in different contexts.

Singh and Verma (2017) did a study on driving brand value through educational CSR initiative in Indian perspective. A self-administered questionnaire was designed to get empirical data and adopted structural equation modeling (SEM) to test the hypotheses. Findings of the study show that educational CSR initiatives have a positive impact on brand value through mediating effects of enhanced brand image and brand loyalty. Findings suggest that managers need to understand that CSR is an opportunity to drive better organizational value and hence it should be incorporated at all operational levels.

Kodua, Narteh, Braimah and Mensah (2016) explored the relationship between the dimensions of Corporate Social Responsibility; educational, legal and ethical and their relationship with brand loyalty in Ghanaian Telecommunication Industry. A convenience sample was drawn from the subscribers of the six major mobile telecommunication companies; MTN, Vodafone, Tigo, Airtel, Expresso and Glo given that there is no sample frame for mobile telecommunication service subscribers. The data was collected in July 2015 through self-administered questionnaire distributed to 400 sampled customers at workplaces, university campuses and shopping malls out of which 377 were successfully retrieved. The results indicate that CSR dimensions with the exception of legal responsibility are significantly associated with brand awareness.

Okwoma (2012) sought to determine the impact of educational CSR on brand awareness of manufacturing firms in Kenya. In his study, longitudinal research design was used. Education CSR activities and brand awareness of 28 manufacturing firms was studied between the year 2007 and 2013. Education CSR was measured by the amount spent on education CSR activities while brand awareness was measured using ROA, ROE and GII. Regression model was used to analyze data. Education CSR was the independent variable while the dependent variables comprised ROA, ROE and GII. The study found that education CSR has a positive significant effect on the brand awareness of all manufacturing firms studied. However, on classification based on size based on CBK criteria, the study found that education CSR has a positive and significant effect on brand awareness of large and medium size organizations but no significant effect on brand awareness of small organizations. The study concluded that education CSR is good for the financial health of large and medium size organizations but not small organizations.

Ongolo (2012) investigated the relationship between education CSR and market share of organizations in Kisumu City for the period 2006 to 2010. He sought to determine the factors that motivated the practice of education CSR amongst organizations in Kisumu City. The population of study was all the organizations in Kisumu Town, the sample frame being provided by the registration office of the Kisumu County Council. All five organizations were selected for the survey. A questionnaire was used to collect data, with respondents were top level managers. The data was analyzed using descriptive statistics and regression models. The findings revealed that there was a strong relationship between education CSR and market share. Institutions that had invested more on education CSR had high sales revenue. The researcher also realized that there was a positive correlation coefficient between market share index and education CSR. Larger organizations preferred education, water and sanitation while the other organizations preferred to support to the less fortunate in society as their education CSR activities.

2.3.2 Health CSR and Brand Awareness

CSR health programs show how much the institutions are paying for the health of their employees and for the health of other people living in the community. Different amounts of money are offered to hospitals for health and care of needy people in the society,

mostly the disadvantaged ones who cannot afford medical services. Employees of institutions enjoy the medical facility paid for by the employer. Health employees will in turn contribute to increase in profitability. Manufacturing firms must create a network between human beings and health care (Iqbal *et al*, 2013). Health programs improve the general wellbeing of the society and a healthy society leads to increased uptake of MFIs products and services.

Droppert and Bennett (2015) did a study on corporate social responsibility in global health: an exploratory study of multinational pharmaceutical firms. The study adopted an exploratory study combining an in-depth review of publicly available data on pharmaceutical firms' CSR with interviews of representatives from 6 firms, purposively selected, from the highest earning pharmaceutical firms worldwide. The study indicated that Primary factors that motivated CSR engagement were: reputational benefits, recruitment and employee satisfaction, better rankings in sustainability indices, entrance into new markets, long-term economic returns, and improved population health.

Thirumuru and Thirukkovela (2015) highlight that corporate social responsibility is a concept involving the creation and enforcement of policies and practices that mitigate the negative impacts of a company's operations on the environment and also provide for avenues to contribute positively to the society. The authors conduct a case study of the Hetero Group of drug companies tracing the various efforts that the establishment enforcement under its CSR umbrella. The authors take on a content analysis approach involving elucidation of the establishment's involvements in CSR through secondary data provided by the establishment. Findings indicate that the Hetero group engages in health CSR through health awareness camps focusing on such aspects as eyecare and anaemia awareness. Such efforts are reported to have resulted in reaching over 10,000 students through initiative run within learning facilities. This finding is of importance to the current study as it emphasizes the need for healthcare education as an important facet of health CSR.

Werner (2009) conducts a study assessing the role of health CSR in addressing social exclusion in Bangladesh. The researcher employs a case study approach aimed at highlighting the most notable initiatives enforced by leading corporate establishments. Among the highlighted participants are – Chevron Bangladesh, British-American Tobacco, Bangladesh (BATB), and garment factories. Among the initiatives highlighted include the building of clinics and the provision of a three-year operational fund by Chevron Bangladesh; provision of health cards allowing for treatment in 49 satellite clinics – as enforced by British American Tobacco and the creation of basic healthcare units on location – as facilitated by textile companies. This study therefore highlights the diverse ways through which healthcare CSR can be exercised within a community. However this study dealt with only social CSR leaving out education, health and environmental CSR.

USAID (2015) did a comprehensive review of peer-reviewed and grey literature on CSR investments in health in Africa, a mapping of companies supporting health initiatives in Africa through CSR, and targeted interviews with 28 key informants in four African countries and the United States. Key informants included corporate representatives as well as officials responsible for private sector engagement at Ministries of Health and USAID missions. Field interviews were conducted in Angola, Nigeria, South Africa, and Uganda. The Findings indicated that for global corporations without operations in the affected countries, such as IKEA and Exxon, contributions are likely to be partly humanitarian and partly driven by the desire to be recognized as a socially responsible brand concerned with the health of underserved populations. Conversely, for companies with operations in the affected countries, such as Alcoa and Dangote Cement, the Ebola outbreak hits home. They intervene in large part to help their host communities, but also to protect their existing investments in infrastructure and human resources, and to maintain their relations with local and national governments. This study however was done in four countries however the current study will be done in Kenya more specifically on tea manufacturing firms

Agyemang-Duah and Arthur-Holmes (2019) explored communities' satisfaction of health interventions by the Newmont Ghana Gold Limited (NGGL) in Asutifi South and North Districts of Ghana. A descriptive cross-sectional and mixed-method study involving a convenience sample of 145 community members was conducted. The findings indicated that approximately, 60%, 52%, 51% and 52% of the respondents were respectively satisfied with dust suppression measures, health education/awareness creation, malaria control programmes and provision of alternative sources of drinking water by the NGGL. The study further indicated that health promotion and prevention strategies have been helpful; therefore, it was recommended that the NGGL should intensify its efforts towards public health improvement in its enclaves as part of its corporate social responsibility.

A survey by Gichana (2009) on CSR practice by Kenyan companies sought to identify social responsibility practices by manufacturing firms listed in the NSE and the factors that explain the kind of CSR practices adopted by these manufacturing firms. The study used cross sectional survey and the sample was drawn from manufacturing firms listed in the NSE. The study found out that all the companies practiced long term planning and had strategies or social responsibility in place. It was observed that majority of these manufacturing firms focused on health and education in their practice and were responsible to their employees by offering them medical, housing and pension schemes. It was also observed that water conservation and management was poorly addressed with most of the respondents focusing on internal implications or their activities rather than the situation as a whole on factors that drive companies to adopt CSR. The recognition of CSR as a core value was the most cited explanation. Other factors include: giving back to the community as a way of meeting government requirement on degradation and as a medium of advertisement (Yatundu, 2016).

2.3.3 Environmental CSR and Brand Awareness

CSR is a commitment by businesses to consider, not just the shareholders of an enterprise, but the interests of all stakeholders impacted by its activities (Mobil, 2012). These include the employees, the consumers and suppliers of the business, the

community in which it operates, and the environment. Mobil (2012) particularly focuses on the environmental implications of adopting CSR. CSR contemplates more than pure legal obligations imposed by statute. The commitment is a holistic approach to business that, in light of the state of the environment, attempts to address more than the financial bottom-line (Connelly, 2011). CSR is predicated on the belief that going about business as usual is simply not sustainable.

CSR can be implemented by a business without government intervention, yet it often is undertaken through consumer pressure (Clark & Master, 2012). This self-motivated approach can often be less unsettling than changes imposed by legislation. Here, CSR is proposed as a part of the core business operations of a company of enhancing its brand awareness (Birmingham, 2011). However, governments are increasingly regulating the impacts that businesses have on the environment themselves, while simultaneously enacting legislation that directly or indirectly mandates minimum CSR standards required for businesses to operate (Mobil, 2012). Instead of waiting for such government action, businesses should consider adopting CSR by enhancing brand awareness (Vance, 2010). Dowell *et al.*, (2010) analyzed the global environmental standards for a sample of US based MNEs in relation to their stock market performance. The sample of manufacturing firms for this study was drawn from the U.S. Standard and Poor's 500 list of corporations and sample period was from 1994 to 1997. The study used both bivariate and multivariate analyses to address the research questions. The study revealed that manufacturing firms adopting a single, stringent global environmental standard have much higher market values measured by Tobin's q, as compared to manufacturing firms defaulting to less stringent, or poorly enforced host country standards (Dowell *et al.*, 2010). It concluded that there is a significant and positive relationship between the market value of a company (as measured by Tobin's q) and the level of environmental standard it uses. Furthermore, the results suggest that a firm's market value appreciates quickly once a firm adopts a higher environmental standard.

Iwata and Okada (2010) examined the effects of environmental performance on brand awareness of Japanese manufacturing firms from 2009 to 2013. The main purpose of this

study was to examine the effects of environmental performance on brand awareness. The sample was drawn from three data sources. The study considered two issues of waste and greenhouse gas emissions to capture the effects of corporate environmental management on brand awareness.

Iwata and Okada (2010) also clarified how brand awareness responded to a firm's effort in dealing with different environmental issues. The findings of the study indicated that greenhouse gas reduction increases most long-run brand awareness, whereas it does not have a significant effect on short-run brand awareness. In other words, stakeholders such as investors, stockholders, and financial agencies take the long-run firm performance into account, but stakeholders such as consumers and trading partners who are closely related to the goods market do not care about corporate environmental management in the short-run.

Konar and Cohen (2011) in their study reported that CSR relates the market value of manufacturing firms in the S&P 500 to objective measures of their environmental performance. The study indicated that bad environmental performance had a significant negative effect on the intangible asset value of manufacturing firms and legally emitted toxic chemicals have a significant effect on the intangible asset value of publicly traded manufacturing firms.

2.4 Research Gaps

Most research on CSR has focused on the consequences of CSR implementation-or lack of implementation (Barnett & Salomon, 2006; Moskolai, 2016; Galant & Cadez, 2017). Besides, studies have been conducted in the context of developed countries Ndinda, Namusonge and Kihoro (2015) which may not be generalized to developing countries which have an entirely different socio-political environment, with different political regimes, legal systems and cultural influences(Tilt, 2016). The aforementioned studies provide critical gaps in terms of outcome of practicing CSR and its effect on brand awareness.

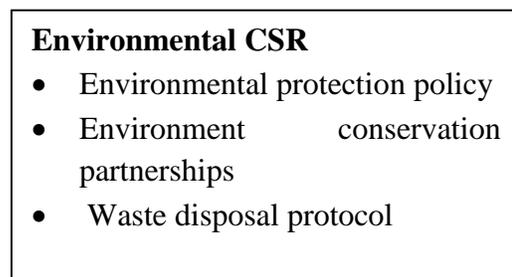
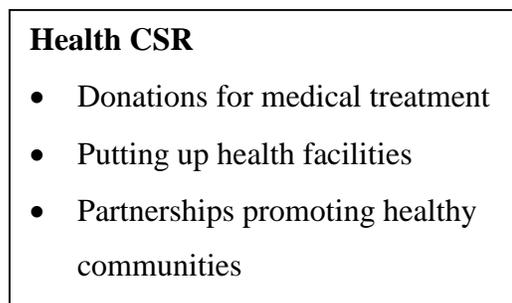
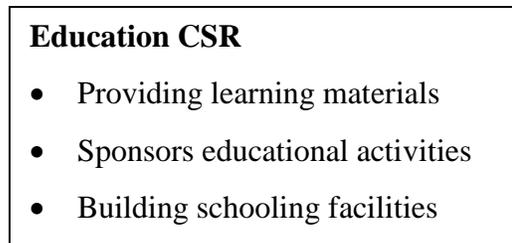
Existing research shows that individuals and organizations are likely to have distinct expectations and attitudes towards CSR contingent on the industry Yuen and Lim, (2016); Batool, Butt and Niazi (2016) or societal culture and national cultures Gualtieri and Topić (2016) in which they are embedded. Moreover, most of the studies have been conducted outside the African context and especially outside the Kenyan context. This, thus, provides a contextual gap which this study is going to address by looking at CSR and its effect on organizational brand awareness in Kenya. This is justified by the fact that different cultural orientations cannot be used to explain and understand organizational problems of other countries. According to Husted and Allen (2006) firms do not always manage ICSR strategically. Rather, ICSR management is often subject to strong pressures of institutional isomorphism that attenuates the strategic logic (Mugesani, 2018). This calls for the organizations to set themselves apart through developing their own unique internal CSR strategies that would give them an edge over their competitors.

A study by McWilliams, Siegel and Wright (2005) cited in Velte and Stawinoga (2017) proposed an agenda for additional theoretical and empirical research on CSR. Despite research on CSR having spanned across a few decades and in various fields, only a handful of academic studies have investigated the relationship between CSR and the commonly neglected among other firms leaving out the tea manufacturing companies more so no known study has been done with regard to tea manufacturing firms in Bomet County. This study therefore fills the existing theoretical, empirical and contextual gaps by assessing the effect of Corporate Social Responsibility (CSR) activities on brand awareness of tea manufacturing firms in Bomet County.

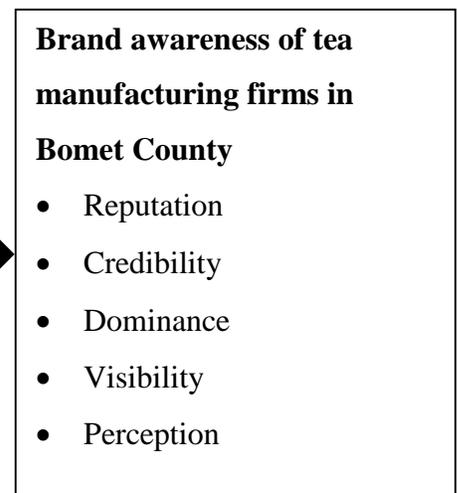
2.5 Conceptual Framework

Figure 2.1 Conceptual Framework

Independent Variables



Dependent Variable



Author: Researcher (2019)

2.6 Operationalization of variables

The researcher further sought to qualify the manner through which the highlighted variables (in the conceptual framework) would be measured and assessed. Table 2.1 provides a summary of the operationalization of the variables.

Table 2.1 Operationalization of variables

Variables	Operational Definitions	Constructs	Measurements	Source
<p>Dependent Variable</p> <p>Brand awareness</p>	<p>The strength of a brand's presence in customers' minds and is an important component of brand equity (Aaker, 2012).</p>	<ul style="list-style-type: none"> • Reputation • Credibility • Dominance in the market • General visibility • Positive perception 	<p>Likert scale</p> <p>1=Strongly disagree,</p> <p>2=Disagree,</p> <p>3=Neutral,</p> <p>4=Agree,</p> <p>5=Strongly agree</p>	<p>(Aaker, 2012; Keller, 2008; Hur, Kim and Woo, 2014)).</p>
Independent Variables				
<p>Education CSR</p>	<p>Company involvement in paying for their employees and for other people in the community who can't bear their education expenses (Iqbal <i>et al.</i>, 2013).</p>	<ul style="list-style-type: none"> • Providing learning materials • Sponsors educational activities • Building schooling facilities 	<p>Likert scale</p> <p>1=Strongly disagree,</p> <p>2=Disagree,</p> <p>3=Neutral,</p> <p>4=Agree,</p> <p>5=Strongly agree</p>	<p>(Okwoma,2012; Ongolo,2012; Iamandi& Munteanu, 2014)</p>

Health CSR	Creation and enforcement of policies and practices that promote the healthcare of the society (Thirumuru&Thiruk kovala, 2015)	<ul style="list-style-type: none"> • Donations for medical treatment • Putting up health facilities • Partnerships promoting healthy communities 	Five-point Likert scale 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree	(Thirumuru&Thiruk kovala, 2015; Iqbal <i>et al</i> , 2013); Gichana, 2009)
Environmental CSR	General preservation of the natural resources within the environment upon which a company has influence (Birmingham, 2011)	<ul style="list-style-type: none"> • Involve ment in environment-centered partnerships e.g. with government and NGOs • Company policy practices in environmental management • Waste disposal protocol 	Five-point Likert scale 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree	(Owiti, 2013) (Iwata and Okada (2010).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This study sought to establish the the relationship between corporate social responsibility (CSR) activities and brand awareness of tea manufacturing firms in Bomet County. It involved a blueprint for the collection, measurement and analysis of data. In this section the researcher identified the procedures and techniques that were used in the collection, processing and analysis of data.

3.2 Research Design

The study adopted a descriptive research design. Descriptive research involves gathering data that describe events and then organize, tabulate, depict and describe that data collection (Kothari, 2013). The descriptive design is deemed appropriate for this research because the main interest is to establish the relationship between corporate social responsibility and brand awareness and analyze how the factors supported matters under analysis in Bomet County. Descriptive research design was chosen because it enabled the researcher to generalise the findings to a larger population. According to Mugenda and Mugenda (2013) it is important and appropriate to use data where subjects are observed in either natural set ups without manipulating the environment. It can be used when collecting information about people's attitudes and opinions. It is an efficient way to obtain information needed to describe the attitudes, opinions and views on the effects of corporate social responsibility (CSR) activities on brand awareness of tea manufacturing firms in Bomet County.

3.3 Target Population

Study population is a well-defined or specified set of people, group of things, households, firms, services, elements or events which are being investigated. Thus, the population should fit a certain specification, which the researcher is studying and the population should be homogenous (Cox, 2012). The researcher used a census approach and targeted all the middle level and top level management of tea manufacturing firms in Bomet County who made a total of 60 respondents.

Table 3.1 Target Population

Category	Population	Percentage
Top level managers	25	42%
Middle level staff	35	58%
Total	60	100

Source: Author (2019)

3.4 Sample and Sampling Technique

According to Cooper and Schindler (2011) a researcher must clearly define the characteristic of the population, determine the required sample size and choose the best method for selecting members of the sample from the larger population hence the sample size was selected using census since the target population is small. A census gives a genuine proportion of the populace for example no examining mistake, benchmark information might be acquired for future investigations and definite data about little sub-bunches inside the populace is bound to be accessible. Since the population is small (60) census was utilized to select respondents who participated in the study from whole population (Kothari, 2014). Therefore the study included all the 60 respondents in the study.

3.5 Data Collection Methods and Instruments

According to Cox (2012) there are many methods of data collection. The choice of a tool and instrument depends mainly on the attributes of the subjects, research topic, problem question, objectives, design, expected data and results. This is because each tool and instrument collect specific data. Primary data was gathered directly from respondents and for this study the researcher used a questionnaire. The researcher used research assistants who were well trained on how to engage respondents and collect the necessary data. The questionnaires were self-administered.

The questionnaire consisted of close-ended questions. The research instruments were organized based on the objectives of the study. The questionnaire consisted of two

sections, where the first part mainly contained information on the respondents' background which was the gender, age and years of experience. This enabled the researcher to know the nature of the respondents, while the second part focused on the objectives of the study. This enabled the researcher to be in a position to analyze the effects of corporate social responsibility (CSR) activities on brand awareness of tea manufacturing firms in Bomet County and any other factor not mentioned in the study.

3.6 Data Analysis Methods

Quantitative data that was collected using questionnaires was analyzed by the use of descriptive statistics using SPSS (Statistical Package for Social Sciences) and was presented through percentages, means and frequencies. The information was also displayed by use of frequency tables. In addition, the researcher conducted a multiple regression analysis so as to determine the relationship between corporate social responsibility activities and the variables of the study. The regression equation that guided the study was ($Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$):

Whereby

- Y = Brand Awareness
- X₁ = Education CSR
- X₂ = Health CSR
- X₃ = Environmental CSR;
- B₀ = constant of regression
- ε = error term

β_0 β_1 β_2 β_3 and β_4 are the regression equation coefficients for each of the variables discussed.

Anderson (2001) highlights the various permutation approaches applied in estimation of multivariate linear relationships between variables sourced from different populations. The general approach involves a random, independent pairing of data pertaining to the independent and dependent variables and subsequent permutations to assess the spread of the test statistic. The spread is thus used to infer the general relationship between the variables. In the current study, permutation test employing the use of bootstrapping entailing a monte Carlo sampling approach (random approximation with iterations to achieve a minimum variation in the statistic) (Binder, Heermann, Roelofs, Mallinckrodt,

& McKay, 1993). The spread in bootstrap ranges were used to estimate the nature of relationships between the variables

3.7 Reliability

According to Shuttleworth (2008) reliability entails ensuring that a research initiative is repeatable with consistency in findings. Kothari (2009) in shedding light on the entails of validity defines the concept as the effort towards ensuring that a dimension measures what it is intended to measure. To ensure reliability and validity in the study, a pilot test was run. Polit and Beck (2003) describes a pilot study as a small scale version or trial run done in preparation for a major study. Cooper and Schilder (2011) agree that the respondents used in pilot test should constitute 10 percent of the sample used in data collection. Therefore 6 questionnaires were administered in pilot testing to test the degree of accuracy of the instrument used. The pilot study was done in tea manufacturing firms in Kericho County. Thereafter, a statistical coefficient - Cronbach's alpha (α) was used as a measure of internal reliability (Cronbach, 1971). Cronbach's alpha reliability coefficient ranges between 0 and 1. Reliability coefficient of 0 implies that there is no internal reliability while 1 indicated perfect internal reliability. The recommended value of 0.7 was used as a cut-off of reliability (Sekaran, 2009). The reliability results are presented in Table 3.2

Table 3.2 Reliability Results

Objective	Alpha value	Number of items
Education CSR	0.829	3
Health CSR	0.717	3
Environmental CSR	0.841	3
Brand Awareness	0.750	6

The pilot results indicated that the reliability of the education CSR was 0.829 using Cronbach's alpha test of reliability; the reliability of the health CSR was 0.717; the reliability of the environmental CSR was 0.841 and the reliability of brand awareness was 0.750. The study results revealed that all the variables gave an alpha test value of greater than 0.70, therefore all the items were regarded reliable.

3.8 Validity

Validity is the degree at which data collecting instrument measures what it is supposed to measure (Cooper & Schindler, 2011). Zikmund *et al.*, (2010) describes validity as the accuracy of data collecting instruments. It helps in determining whether the respondents understand the direction and instruction on questionnaires (Cooper & Schilder, 2011). The study used content validity to test the accuracy of data collecting instruments. A judgment procedure of assessing whether a tool is likely to provide contents valid data is to request opinion of expert in a particular field to review it and give suggestions on content improvement (Mugenda, 2008). Opinion of research supervisors was sought to review data collecting instruments. This helped to improve the questionnaires before proceeding to the field for final data collection. Results of their responses was analyzed to establish the percentage of representation

3.9 Ethical Considerations

The researcher obtained a research approval authorization letter from the University to facilitate the acquisition of research permit from the national commission of science technology and innovation (NACOSTI) to carry out the study. Then the researcher, proceeded to the selected tea manufacturing firms to seek the consent to conduct the research in their regions. The researcher sought for informed consent from respondents by making them aware that the information to be collected was meant for academic purpose to avoid suspicion from the respondents. In addition, anonymity and confidentiality was maintained in all respects this ensured reliability of the data to be collected. As an ethical measure, the researcher treated the respondents with respect and courtesy, this ensured that the respondents gave candid responses to the questions. The researcher respected the participants' rights to refusal to take part in the research and maintenance of objectivity during data collection, analysis and reporting stages.

CHAPTER FOUR
PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

This chapter presents the reliability and data analyses of the administered questionnaires, the presentation of the analyses and the fall out of the results as well as discussions for the study. Descriptive statistics such as frequency, percentage and mean were used in the analysis while inferential statistics such as correlation analysis and regression analysis were adopted.

4.2 Response Rate

The study selected 60 respondents in data collection with regard to the effect of corporate social responsibility activities on brand awareness of Tea Manufacturing Firms in Bomet County. Therefore, the researcher administered 60 questionnaires. From the administered questionnaires, 57 respondents filled-in and returned the questionnaires. This gave a response rate of 95%. This response rate was achieved after the researcher made physical visits to ask the respondents to fill-in and return the questionnaires. According to Mugenda and Mugenda, (1999), response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and above is excellent. As such, the response rate for this study was considered to be sufficient for statistical analysis. This is presented in Table 4.1

Table 4.1 Response Rate

Category	Frequency	Percentage
Returned	57	95%
Not returned	3	5%
Total	60	100%

4.3 Research Findings and Results Presentations

Presentation of findings gives details on the demographic, characteristics of respondents as well as information regarding the study objectives.

4.3.1 Demographic Characteristics of the Respondents

This section looks at the findings on the general socio-demographic characteristics of the respondents of the study. The socio demographic characteristics were: gender, age, educational background and years of experience in commercial banks in Nairobi city. These are discussed in the following subsequent themes:

4.3.1.1 Distribution of Respondents by Gender

The researcher asked the respondents to indicate their gender on the questionnaire and the results are as presented in Table 4.2

Table 4.2 Gender Composition of the Respondents

Gender of Respondent	Frequency	Percentage (%)
Male	35	61.4
Female	22	38.6
Total	57	100.0

Table 4.2 indicates that out of a total of 57 respondents 35(61.4%) of the respondents who participated in the study were male while 22(38.6%) were female. Gender was an important variable in this study to investigate the representation of male and female respondents in the study. The results indicate that there are more male than female middle level and top level management of tea manufacturing firms in Bomet County. However, the gap between male and female isn't so wide and thus the response from n=both genders were obtained for the study.

4.3.1.2 Distribution of Respondents by Highest Education Level

Respondents were asked to indicate their highest education level. This item was to assess their level of skills and to establish whether they were in a position to answer the questionnaire accurately and the results were as indicated in Table 4.3.

Table 4.3 Level of Education of Respondents

Level of Education	Frequency	Percentage %
Certificate	0	0
Diploma holder	0	0
Bachelors' degree	45	78.9
Master's degree	12	21.1
Total	57	100.0

As Indicated in Table 4.3, out of the 57 respondents, majority 45(78.9%) had bachelor's degree, 12 (21.1%) were masters graduates and none was certificate and diploma holder. These findings indicate that the respondents were in a position to accurately answer the questionnaire. In addition, the findings also indicate that tea manufacturing firm's employees are equipped with the necessary knowledge and skills to ensure effectiveness of the firms to achieve its mandate.

4.3.1.3 Distribution of Respondents by Age

The respondents were asked to indicate their age bracket on the questionnaire to assess if the respondents were from diverse age groups and the results are as presented in Table 4.4

Table 4.4 Age of the Respondents

Age of the Respondents	Frequency	Percent
Below 18 Years	0	0
18- 30 Years	0	0
31 – 40 Years	18	31.6
Above 40 years	39	68.4
Total	57	100.0

As indicated in Table 4.4, none of the respondents were aged between 18-30 years, 18(31.6%) were aged between 31 to 40 years and 39(68.4%) were above 40 years of age.

This indicates that the respondents were composed of individuals from diverse age groups and have several years of experience and skills that are necessary to understand the effect of corporate social responsibility activities on brand awareness of Tea Manufacturing Firms in Bomet County.

4.3.1.4 Distribution of Respondents by Institution

Respondents were asked to indicate the institution they work; the results are as indicated in Table 4.5.

Table 4.5 Distribution of Respondents by Institution

Institution	Frequency	Percentage %
Finlay Kenya Ltd	25	43.9
Unilever Tea Company	32	56.1
Total	57	100

Table 4.5 shows the respondents work. Out of the 57 respondents, 25(43.9%) worked with Finlay Kenya Limited, while the majority 32(56.1%) work with Unilever Tea Company. The findings of this study indicate that the respondents had adequate experience to respond to the questions and are informed of the firms CSR activities.

4.3.1.5 Distribution of Respondents by Position

Respondents were asked to indicate the positions they hold within the institution; the results are as indicated in Table 4.6.

Table 4.6 Distribution of Respondents by Position

Position	Frequency	Percentage %
Top level managers	22	38.6
Middle level staff	35	61.4
Total	57	100

Table 4.6 shows the respondents work. Out of the 57 respondents, 22(38.6%) worked were working as top level management, while the majority 35(61.4%) were middle level staff. The findings of this study indicate that majority of the respondents were middle level staff. This was important since it indicated that management from all cadres were involved in the study.

4.4 Discussion of Individual Objective results

The descriptive statistics are presented in the section that follows; the information was sought in relation to the study objectives. In this section the study used descriptive statistics, which include frequencies, percentages mean and standard deviation. The evaluation of mean was done in accordance to Aggesti (2009) a mean of 1 to1.4 represents strongly disagree, while for disagree the mean ranged from 1.5 to 2.4, and for neutral the mean ranged from 2.5 to 3.4, for agree the mean ranged from 3.5 to 4.4 and lastly, for strongly agree the mean ranged from 4.5 to 5.0, while for standard deviation of greater than 0.5 was evaluated to indicate homogeneity and a standard deviation less than 0.5 indicates heterogeneity of data

4.4.1 Education CSR and Brand Awareness

The study sought to assesses the institution’s involvement in facilitating and supporting education within the community. This is shown in Table 4.7 below;

Table 4.7 Education CSR and Brand Awareness

Education CSR	Mean	Standard deviation
The company plays a significant role in providing learning facilities to the local community.	4.29	0.565
The company’s involvement in sponsoring educational activities is impactful to the community.	4.25	0.606
The company’s effort in building schools in the local community has impacted the community.	4.21	0.589

From the findings on Table 4.7 respondents indicated that the company plays a significant role in providing learning facilities to the local community, this was supported by a mean of 4.29 and a standard deviation of 0.565. On whether the company's involvement in sponsoring educational activities is impactful to the community, the response was supported by a mean of 4.25 and a standard deviation of 0.606. Lastly on the issue that the company's effort in building schools in the local community has impacted the communities, the respondents agreed with mean 4.21 spread at a standard deviation of 0.589. This implied that the respondents are in agreement that the institution's involvements in facilitating and supporting education within the community has positive effects since their responses were between mean scores of 3.5 to 4.4 on the continuous Likert scale.

4.4.2 Health CSR and Brand Awareness

This study sought to assesses the company's efforts toward promoting healthcare provision within the local community. This is presented in Table 4.8

Table 4.8 Health CSR and Brand Awareness

Health CSR	Mean	Standard deviation
The company's donations for medical treatment play a key role in supporting healthcare provision in the community	3.94	0.610
The company's involvement in the construction of health facilities has been important in ensuring effective healthcare in the community	4.04	0.625
Partnerships between the company and healthcare stakeholders have been essential in facilitating effective healthcare in the local community.	3.91	0.606

As illustrated in Table 4.8 majority of the respondents strongly agreed on the relationship between health CSR affects brand awareness of tea manufacturing firms in Bomet County. On whether the company’s donations for medical treatment play a key role in supporting healthcare provision in the community, the respondents agreed with a mean of 3.94 and a standard deviation of 0.610. On whether the company’s involvement in the construction of health facilities has been important in ensuring effective healthcare in the community, the respondent agreed at a mean of 4.04 and a standard deviation of 1.486. Further the respondents agreed that credit reporting reduces the selection costs for lenders hence faster loan processing with a mean of 3.88 and a standard deviation of 0.625. Lastly the respondents agreed that Partnerships between the company and healthcare stakeholders have been essential in facilitating effective healthcare in the local community with a mean of 3.91 spread at a standard deviation of 0.606. This implies that health CSR initiatives has a positive impact on the firms brand awareness within the target communities, this was because since their responses were between 3.50 -4.49 implying a Strong relationship between the variables. Additionally the standard deviation was in the range 0.9 and 1.2 which was higher than 0.5 indicating the homogeneity of study data.

4.4.3 Environmental CSR and Brand Awareness

This study sought to investigate the company’s efforts towards ensuring preservation of the environment. This is presented in Table 4.9

Table 4.9 Environmental CSR and Brand Awareness

Environmental CSR	Mean	Standard deviation
The organization engages in partnerships (e.g. with the government and other NGOs) to ensure protection of the environment.	4.39	0.674

The company generally engages in environmentally friendly practices as a function of its policy e.g. with regard to use of fertilizers and pesticides	4.32	0.602
The company has and enforces a waste disposal protocol aimed at preserving the environment	4.35	0.582

On the findings regarding the investigate the company’s efforts towards ensuring preservation of the environment as indicated in table 4.9 majority of the respondents agreed, on the issue that the organization engages in partnerships (e.g. with the government and other NGOs) to ensure protection of the environment, respondents strongly agreed with a mean of 4.39 spread at a standard deviation of 0.674. On whether the company generally engages in environmentally friendly practices as a function of its policy e.g. with regard to use of fertilizers and pesticides, the respondent agreed at a mean of 4.32 with a standard deviation of 0.602. Lastly, the respondent with mean of 4.35 spread at standard deviation of 0.582 agreed that the company has and enforces a waste disposal protocol aimed at preserving the environment. This implies that the company’s efforts towards ensuring preservation of the environment enhance the company’s Brand Awareness. This was because since their responses were between 3.50 -4.49 implying a Strong relationship between the variables. Additionally the standard deviation was in the range 0.9 and 1.2 which was higher than 0.5 indicating the homogeneity of study data.

4.4.4 Brand Awareness

This study sought to assess the strength of the company’s brand as perceived in the community. To achieve this objective mean frequencies and percentages were used to interpret the data. This is presented in Table 4.10

Table 4.10 Brand Awareness

Brand Awareness	Mean	Standard deviation
The company generally has high sales within the local community.	3.75	0.738
The company has a good reputation in the local community	4.02	0.612
The company's products are easily recognized by the community	4.16	0.454
The local community generally regards the company as the dominant player in the industry	3.77	0.802
In the community, the company's brand is easily recalled compared to those of competitors	3.93	0.677

From the descriptive statistics Table 4.10, the respondents agreed that the company generally has high sales within the local community with a mean of 3.75 and standard deviation of 0.738. On whether the company has a good reputation in the local community, the mean was 4.02 and a standard deviation of 0.612. With regard to the issue that the company has a good reputation in the local community, the respondents agreed at a mean of 4.02 spread at 0.612 standard deviation. On the issue that the company's products are easily recognized by the community, the respondents agreed at a mean of 4.16 and a standard deviation of 0.454. Further, on the issue that the company's products are easily recalled compared to those of competitors, the respondents agreed at a mean of 3.93 and a standard deviation of 0.677.

Lastly on whether in the community, the company's brand is easily recalled compared to those of competitors, the respondents agreed with a mean of 3.93 and standard deviation of 0.677. This implies that the strength of the company's brand as perceived in the community enhances the company's brand awareness. This was because since their responses were between 3.50 -4.49 implying a Strong relationship between the variables. Additionally the standard deviation was in the range 0.9 and 1.2 which was higher than 0.5 indicating the homogeneity of study data.

4.5 Inferential Analysis

Inferential statistics was applied through correlation analysis which was used to establish with statistical significance, the nature of the existing relationship between the dependent variable and the independent variables. The study also employed multivariate regression model to test the study hypotheses.

4.5.1 Correlation Analysis

This section puts into perspective the relationship between the independent variables and the dependent variable and also the influence of the independent variable on the dependent variable. The section outlines the results of both correlation. The decision rule for correlation was in accordance to Saunders (2003) $r=1$ shows a Perfect linear correlation, $0.9 < r < 1$ indicates Positive strong correlation, $0.7 < r < 0.9$ Positive high correlation $0.5 < r < 0.7$ Positive moderate correlation, $0 < r < 0.5$ Weak correlation $r=0$ No, relationship and $-1 < r < 0$ Negative relationship

Table 4.11 Correlations

		Education CSR	Health CSR	Environm ental CSR	Brand Awareness
Education CSR	Pearson Correlation	1			
	Sig. (2-tailed)				
Health CSR	Pearson Correlation	.867**	1		

	Sig. (2-tailed)	.000			
Environmental CSR	Pearson Correlation	.819**	.876**	1	
	Sig. (2-tailed)	.000	.000		
Brand Awareness	Pearson Correlation	.874**	.955**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	57	57	57	57

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

From the study the results indicate that all the study variables had positive high correlation with brand awareness, this was indicated by Education CSRr =0.874 and $p < 0 .01$, Health CSR=0.955 and $p < 0.01$ and Environmental CSRr =0.891 and $p < 0.01$. This implies that when Education CSR, Health CSR and Environmental CSR are positive, brand awareness in tea manufacturing firms are also positive hence; they lead to enhancement of company brands.

From the study it will be noted, the above table was at 99% level of confidence (significant at the 0.01 level (2-tailed), since a unit change in Education CSR leads to 0.874 unit change in brand awareness in tea manufacturing firms in Bomet County. Also a unit change in Health CSR leads to 0.955 unit change in brand awareness in tea manufacturing firms in Bomet County. Lastly, a unit change in Environmental CSR leads to 0.891 unit change in brand awareness in tea manufacturing firms in Bomet County.

4.6 Assumptions of Regression Model

To provide unbiased estimates of the study parameters, various assumptions of regression were tested. These include normality assumption, linearity assumption and homoscedasticity assumption of the independent variables.

4.6.1. Test of Normality assumption

Regression assumes that variables have normal distributions. Non-normally distributed variables can distort relationships and significance tests. Visual inspection of data plots

was used to test the normality assumption. From the plots in the Normal P-P as presented in appendice II, the results clearly shows a normal distribution along the diagonal line. The distribution is not skewed to either side of the plot implying a normal distribution. This is indicated in Appendice II

4.6.2 Test of Homoscedasticity assumption

Homoscedasticity assumes that the dependent variable show an equivalent level of variance across the range of predictor variable. Homoscedasticity is one of the assumptions required for multivariate analysis.

Table 4.12 Test of Homoscedasticity assumption

Test	Durbin-Watson
Value	1.965

The study used Durbin-Watson statistic to test the assumption of Homoscedasticity, the Durbin-Watson statistic should be between 1.5 and 2.5. The results in Table 4.12 indicated that The Durbin-Watson statistic is 1.965 which is between 1.5 and 2.5 and therefore the data is not auto correlated.

4.6.3 Test of Multi-Collinearity

The assumption of multicollinearity implies that there is no correlation between independent variables. The standard issue in multicollinearity is that, the standard errors and thus the variances of the estimated coefficients are inflated when multicollinearity exists (Simon, 2004). Test for multicollinearity among study variables was conducted using Tolerance and Variance Inflation Factor (VIF). The results are presented in Table 4.13

Table 4.13 Test of for Multi-collinearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Education CSR	.192	5.198

Health CSR	.218	4.581
Environmental CSR	.265	3.776

Variance Inflation Factor was checked for evidence of multicollinearity where their numerical values were all well below the cut-off value of 10 suggested by Neter, Kutner, Wasserman and Nachtsheim (1996). Gujarat and Porter (2010), view that as a rule of the thumb if VIF of independent variables exceeds 10, that variable is collinear. Based on this rule of the thumb, there was no collinearity among the independent variables. From the results, inspection of the Variance Inflation Factors (VIFs) showed that multicollinearity was not a concern. No variable was observed to have VIF value above 10 and no tolerance statistic was below 0.100 as suggested by Hamilton (2006). This hence led to a conclusion that no predictor had a strong linear relationship with any of the predictor(s).

4.6.4 Linearity Test Results

Linearity assumption accurately estimates the relationship between dependent and independent variables. scatterplot graph was used to test linearity assumption. This is presented on Apendice III. From the results in apendice III, it can be seen that the points on the scatterplot graph produce a lower-left-to-upper-right pattern. This pattern means that when the score of one observation is high, we expect the score of the other observation to be high as well, and vice versa. Linearity assumption was therefore satisfied.

4.7 Multiple Regression Analysis

The study sought to establish a combined effect of Education CSR, Health CSR and Environmental CSR on brand awareness of tea manufacturing firms in Bomet County, Kenya. This was done with a significance level of 0.05, such that when the significance value is less than the 0.05 the null hypothesis is rejected and when it is above 0.05 it is accepted. This is discussed in the section that follows: The results of multiple regression analysis shown in Table 4.14

Table 4.14 Multiple Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.618	.614	.47536

a. Predictors: (Constant), Education CSR, Health CSR, Environmental CSR

b. Dependent Variable: Brand Awareness

From Table 4.14, R-Squared is used to evaluate the goodness of fit of a model. In regression, the R square coefficient of determination is a statistical measure of how well the regression line approximates the real data. It measures the proportion of the variation in dependent variable in this case brand awareness, explained by independent variables.

From the results on model summary R= 0.786, R- square = 0.618, The coefficient of determination also called the R square is 0.618. This implies that the effect of the predictor variables (Education CSR, Health CSR and Environmental CSR) explains 61.8% of the variations brand awareness of tea manufacturing firms in Bomet County, Kenya. This implies that a 1 unit change in the predictor variables (Education CSR, Health CSR and Environmental CSR) has a strong and a positive effect on brand awareness of tea manufacturing firms in Bomet County, Kenya. This study therefore assumes that the difference of 38.2% of the variations is as a result of other factors not included in this study.

4.7.1 ANOVA Results

Multiple regression analysis was conducted to test the influence among predictor variables on brand awareness of tea manufacturing firms in Bomet County, Kenya. All the four null hypotheses were tested using F statistic. The test results are shown in Table 4.15.

Table 4.15 ANOVA Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.302	4	11.576	321.519	.000 ^b
	Residual	3.600	100	.036		
	Total	49.902	104			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Education CSR, Health CSR, Environmental CSR

The findings showed that there was a statistically significant relationship between the independent variables and the dependent variable ($F= 321.52$; $p<0.05$). This therefore indicates that the multiple regression model was a good fit for the data. It also indicates that Education CSR, Health CSR, Environmental CSR all influence brand awareness of tea manufacturing firms in Bomet County.

4.7.2 Regression Coefficients Results

The study employed multiple regression analysis to test the hypotheses. Multiple regression analysis was conducted to test the effect of the study variables Education CSR, Health CSR and Environmental CSR on brand awareness of tea manufacturing firms in Bomet County. This was done with a significance level of 0.05, such that when the significance value is less than the 0.05 the null hypothesis is rejected and when it is above 0.05 it is accepted. These results were presented in Table 4.16

Table 4.16 Individual Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.224	.119		1.875	.064
Education CSR	.263	.051	.314	5.130	.000
Health CSR	.254	.053	.274	4.758	.000
Environmental CSR	.315	.053	.310	5.944	.000

a. Dependent Variable: Brand awareness

Thus the regression equation becomes;

$$Y = 0.224 + 0.263 X_1 + 0.254 X_2 + 0.315 X_3 \dots \dots \dots \text{Equation 4.1}$$

From the study, the first objective sought to determine the effect of education CSR on brand awareness of tea manufacturing firms in Bomet County. The study findings indicated that education CSR was positive and significant effect on brand awareness of

tea manufacturing firms in Bomet County with ($\beta = 0.263$; $p < 0.05$). This implies that education CSR enhance brand awareness of tea manufacturing firms in Bomet County. This study concurs with the study by Singh and Verma (2017) showed that educational CSR initiatives have a positive impact on brand value through mediating effects of enhanced brand image and brand loyalty. Okwoma (2012) concluded that education CSR is good for the financial health of large and medium size organizations but not small organizations.

The second objective sought to establish whether health CSR affects brand awareness of tea manufacturing firms in Bomet County. The findings indicated that there was a positive significant effect of health CSR on brand awareness of tea manufacturing firms in Bomet County by ($\beta = .254$; $p < 0.05$). This implies that health CSR is a factor for brand awareness of tea manufacturing firms in Bomet County. These findings are in line with Hayley and Bennett (2015) indicated that Primary factors that motivated CSR engagement were: reputational benefits, recruitment and employee satisfaction, better rankings in sustainability indices, entrance into new markets, long-term economic returns, and improved population health.

Lastly, the third objective sought to determine the effects of environmental CSR on brand awareness of tea manufacturing firms in Bomet County. The findings showed that ($\beta = .315$; $p < 0.05$), indicating a positive significant effect of environmental CSR on brand awareness of tea manufacturing firms in Bomet County. This implies that environmental CSR is a factor for brand awareness of tea manufacturing firms in Bomet County. These findings concur with Dowell *et al.*, (2010) concluded that there is a significant and positive relationship between the market value of a company and the level of environmental standard it uses. Konar and Cohen (2011) indicated that bad environmental performance had a significant negative effect on the intangible asset value of manufacturing firms and legally emitted toxic chemicals have a significant effect on the intangible asset value of publicly traded manufacturing firms

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The chapter covers the discussion of the findings, conclusion based on the findings, recommendations and areas warranting further research.

5.2 Discussion of Findings

The findings of the study were summarized as shown below:

5.2.1 Demographic Characteristics of the Respondents

The findings indicate that there are more male than female middle level and top level management of tea manufacturing firms in Bomet County. However, the gap between male and female isn't so wide and thus the response from n=both genders were obtained for the study. These findings also revealed that the respondents were in a position to accurately answer the questionnaire. In addition, the findings also indicate that tea manufacturing firm's employees are equipped with the necessary knowledge and skills to ensure effectiveness of the firms to achieve its mandate. In addition it was revealed that the respondents were composed of individuals from diverse age groups and have several years of experience and skills that are necessary to understand the effect of corporate social responsibility activities on brand awareness of Tea Manufacturing Firms in Bomet County, had adequate experience to respond to the questions and are informed of the firms CSR activities and that majority of the respondents were middle level staff.

5.2.2 Education CSR and Brand Awareness

The study findings indicated that education CSR was positive and significant effect on brand awareness of tea manufacturing firms in Bomet County. This implied that the respondents are in agreement that the institution's involvements in facilitating and supporting education within the community. These findings are similar to that of Singh and Verma (2017) showed that educational CSR initiatives have a positive impact on brand value through mediating effects of enhanced brand image and brand loyalty. Okwoma (2012) concluded that education CSR is good for the financial health of large

and medium size organizations but not small organizations. This was also supported by the stakeholder theory which contends that a corporation is primarily responsible to its shareholders to maximize wealth. Consequently, social factors should not interfere in a corporation's business operations. In the modern business setting however, a company's core objective of profit maximization must be underpinned by a proactive approach to CSR in order to manage and mitigate a broader array of risk factors. The CSR activities will transform the organization and its brand awareness (Delmas & Toffel, 2009).

5.2.3 Health CSR and Brand Awareness

The findings indicated that there was a positive significant effect of health CSR on brand awareness of tea manufacturing firms in Bomet County. This implies that health CSR initiatives have a positive impact on the firms brand awareness within the target communities. These findings are consistent to that of Iqbal *et al*, (2013) who stated that health programs improve the general wellbeing of the society and a healthy society leads to increased uptake of MFIs products and services. In addition, Hayley and Bennett (2015) indicated that Primary factors that motivated CSR engagement were: reputational benefits, recruitment and employee satisfaction, better rankings in sustainability indices, entrance into new markets, long-term economic returns, and improved population health. This was also supported by brand relationships theory which pointed that that there exist relationships among human beings. Consequently, customers define the brand relationship from their own individual perspectives and the brand relationship and relational value are very much personalized in the minds of customers. Customers generate individual relationships based on their individual perception of brand value, brand meaning and their experiences. That is, customers seem to personally create the brand through their communications across multiple contexts (Lindberg-Repo, 2009).

5.2.4 Environmental CSR and Brand Awareness

Lastly, the findings showed a positive significant effect of environmental CSR on brand awareness of tea manufacturing firms in Bomet County. This implies that the company's efforts towards ensuring preservation of the environment enhance the company's Brand Awareness. This concurred to the findings by Dowell *et al.*, (2010) concluded that there

is a significant and positive relationship between the market value of a company and the level of environmental standard it uses. Konar and Cohen (2011) indicated that bad environmental performance had a significant negative effect on the intangible asset value of manufacturing firms and legally emitted toxic chemicals have a significant effect on the intangible asset value of publicly traded manufacturing firms. This was further supported by stakeholder theory which looks at the relationships between an organization and its internal and external environment, how these relationships affect the organization's mode of conducting its activities, Increasingly, concerned citizen's worldwide have reacted to well performing organizations setting up brands in the middle of nowhere and not even employing locals to empower them. This has led to increased demand for CSR activities and calls for more stringent regulations on organizational CSR activities

5.3 Conclusion

From the findings, the study concluded that, The company plays a significant role in providing learning facilities to the local community, the company's involvement in sponsoring educational activities is impactful to the community and the company's efforts in building schools in the local community has impacted the community.

In addition, the study concluded that the Company's donations for medical treatment play a key role in supporting healthcare provision in the community, The company's involvement in the construction of health facilities has been important in ensuring effective healthcare in the community and Partnerships between the company and healthcare stakeholders have been essential in facilitating effective healthcare in the local Lastly, it was concluded that the organization engages in partnerships to ensure protection of the environment, engages in environmentally friendly practices as a function of its policy and enforces a waste disposal protocol aimed at preserving the environment.

5.4 Recommendations

Strategic re-configuration and alignment of ICSR practices to organization policies in order to enhance brand awareness is recommended. Organizations are therefore encouraged to strategically make comprehensive ICSR policies oriented towards achievement of competitive advantage.

Tea manufacturing firms should ensure that a solid code of ethics remain inherent in strategic components and processes in order to guide employee in their decision making and action all in an effort to secure and sustain competitive advantage and improve the corporate image.

Manufacturing firms need to further enhance their aggregate resources for continued sustainable dynamic capability. This calls for reconfiguration capabilities for continuous improvement for coping with the changing business environment. Knowledge, skills, and expertise that are lacking in the existing labour force should be in tune with the emergent demands of the market.

5.5 Areas for Further Research

Arising from some of the implications and limitations of the study, recommendations for further research are made. Future research should therefore expand to other industries and contexts because internal CSR practices vary according to sector and country. Future research may re-examine the conceptual model used in this research with a larger sample size so that the outcome can be generalized to a larger population. Besides, future studies may focus on the moderating effect of dynamic managerial capabilities on the relationship between ICSR and brand awareness.

REFERENCES

- Aaker, D. (2012). Managing brand awareness: Capitalizing on the value of a brand name. *New York: The Free Press*, 12-25.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California management review*, 38(3).
- Aaker, D. A., & Equity, M. B. (1991). Capitalizing on the Value of a Brand Name. *New York*, 28(1), 35-37.
- Agyemang-Duah, W., Arthur-Holmes, F., Sobeng, A. K., Peprah, P., Dokbila, J. M., Asare, E., & Okyere, J. (2019). Corporate social responsibility in public health provision: Community members' assessment. *Cogent Medicine*, 6(1), 1622999.
- Amboko, A. K., & Namusonge, G. (2015). Effects of strategic brand awareness and customer loyalty on performance of Kenya Power and Lighting Company Limited. *International Academic Journal of Human Resource and Business Administration*, 1(5), 13-35.
- Audra, R. Diers (2012). 'Reconstructing Stakeholder Relationships Using 'Corporate Social Responsibility as a Response Strategy to Cases of Corporate Irresponsibility: The Case of the 2010 BP Spill in the Gulf of Mexico'. *Corporate Social Irresponsibility: A Challenging Concept (Critical Studies on Corporate Responsibility, Governance and Sustainability, Volume 4)*. Emerald Group Publishing Limited, 175-204.
- Barnett, M. L., & Salomon, R. M. (2012). Does it pay to be really good? Addressing the shape of the relationship between social and financial performance. *Strategic Management Journal*, 33(11), 1304-1320.
- Batool, S., Butt, A., & Niazi, B. (2016). Types of corporate social responsibility practices across the industry in Pakistan and their effectiveness. *Corporate Responsibility and Stakeholding*, 225-246.
- Blowfield, M. and Murray, A. (2015). Corporate responsibility. 2nd ed. Oxford: Oxford University Press, USA.
- Carroll A. B. (2009). Corporate social responsibility. Evolution of a definitional construct, *business and society review*, 38(3): 268–296.

- Carroll, A. B. & Shabana, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. *Internal journal of management reviews*. Pp. 85 - 105
- Carroll, A. B. (1979). A three-dimensional conceptual model of corporate performance. *Academy of Management Review*, 4, 497–505.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34, 39–48.
- Chang, D. S., Chen, S. H., Hsu, C. W., & Hu, A. H. (2015). Identifying strategic factors of the implantation CSR in the airline industry: The case of Asia-Pacific airlines. *Sustainability*, 7(6), 7762-7783.
- Cheers, (2012). Corporate social responsibility, *the corporate social responsibility debate*
- Clark, L., Master, D., (2012). Corporate ESG / Sustainability / Responsibility Reporting – does it matter? *An analysis of S&P 500 companies, Governance & Accountability Institute, UK.*
- Connelly, P. (2011). An examination of corporate sustainability disclosure level and its impact on brand awareness, *The Middlesex University, Multimedia.*
- Coope, D.R and Schindler, P.S (2010). Business research methods, *Tata McGraw-Hill, 8th Edition, New Delhi, India*
- Cox, T. Jr., (2012). The importance of research in determining firm effectiveness, *International Journal of Management Reviews*, Vol. 2 No.4
- Deegan, C. (2012). Introduction: The Legitimizing effect of social and environmental disclosures a theoretical foundation, Accounting. *Auditing & Accountability Journal*, 15(3), 282-311.
- Deegan, C., &Unerman, J. (2011). Financial accounting theory. *European Edition. McGraw-Hill Higher Education, Berkshire.*
- Delmas, M. A., &Toffel, M. W. (2010). Institutional pressures and organizational characteristics: Implications for environmental strategy. *Harvard Business School Technology & Operations Mgt. Unit Working Paper*, (11-050).
- Dowell, G., Hart, S. & Yeung, B. (2010). Do corporate global environmental standards create or destroy market value? *Management Science*, 46(8), 1059-1074

- Droppert, H., & Bennett, S. (2015). Corporate social responsibility in global health: an exploratory study of multinational pharmaceutical firms. *Globalization and health, 11*(1), 15.
- Feng, Y., Yoon, Y., & He, Y. (2016). The Impact of Corporate Social Responsibility on Brand Value: An Empirical Study of Top 100 Global Brands. *International Journal of Business and Social Science, 12*(3), 99-131.
- Fisher, C. (2012). *Researching and writing a dissertation: A guidebook for business students*. Essex, England: Pearson Education Limited
- Fournier, S., & Alvarez, C. (2013). Relating badly to brands. *Journal of Consumer Psychology, 23*(2), 253-264.
- Freeman, R. E. (1984). Stakeholder management: framework and philosophy. *Pitman, Mansfield, MA*.
- Galant, A., & Cadez, S. (2017). Corporate social responsibility and financial performance relationship: a review of measurement approaches. *Economic research-Ekonomska istraživanja, 30*(1), 676-693.
- Galbreath, J. (2010). Drivers of Corporate Social Responsibility: The Role of Formal Strategic Planning and Firm Culture. *British Journal of Management, 21*, 511–525.
- Gichana, O. B. (2009). A survey of corporate social responsibility practice by Kenyan Companies: A case for companies listed in the Nairobi stock exchange. *An unpublished MBA Research project, University of Nairobi*
- Gummesson, E. (2014). Productivity, quality and relationship marketing in service operations. *International Journal of Contemporary Hospitality Management*.
- Hediger, W. (2016) The Corporate Social Responsibility of Hydropower Companies—A welfare-economic approach with application to Alpine regions.
- Hildebrand, D., Sen, S., & Bhattacharya, C. B. (2011). *Corporate social responsibility: A corporate Marketing Perspective*. *European Journal Of Marketing, 45*, 1353–1364.
- Hoeffler, S., & Keller, K. L. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing Spring, 78–89*

- Hur, W. M., Kim, H., & Woo, J. (2014). How CSR leads to corporate brand equity: Mediating mechanisms of corporate brand credibility and reputation. *Journal of Business Ethics*, 125(1), 75-86.
- Husted, B. W., & Allen, D. B. (2006). Corporate social responsibility in the multinational enterprise: Strategic and institutional approaches. *Journal of international business studies*, 37(6), 838-849.
- Iamandi, I. E., & Munteanu, S. M. (2014). Corporate Social Responsibility through Education and Sport. An EU Comparative Case. *Romanian Economic Journal*, 17(54).
- Iqbal, N., Ahmad, N., Basheer, N.A., Nadeem, M. (2013). Impact of corporate social responsibility on brand awareness of corporations: evidence from pakistan, *international journal of learning & development*, 2(6): 107-118.
- Iwata, H. & Okada, K. (2010). How does environmental performance affect brand awareness? *Evidence from Japanese manufacturing firms*. In possession of MPRA, 27721.
- Keller, K. L., & Lehmann, D. R. (2009). Assessing long-term brand potential. *Journal of Brand Management*, 17(1), 6-17.
- Keller, K. L., Apéria, T., & Georgson, M. (2008). *Strategic brand management: A European perspective*. Pearson Education.
- Khan, A. A., Jadoon, S., & Tareen, N. A. K. (2016). Impact of advertising on brand awareness and commitment in female apparel industry. *International Journal of Academic Research in Business and Social Sciences*, 6(3), 79-94.
- Kodua, P., Narteh, B., Braimah, M., & Mensah, P. (2016). The role of corporate social responsibility in influencing brand loyalty in the Ghanaian telecommunication industry. *Journal of Business and Economics*, 7(11), 1895-1906.
- Konar, S., & Cohen, M. A. (2011). Does the market value environmental performance?. *Review of economics and statistics*, 83(2), 281-289.
- Kothari, C.R. (2013). Research methods: Methods and techniques, 7th Edition. *New age international publishers kurtosis in real data samples. Methodology*.

- Lacey, R., Kennett-Hensel, P. A., & Manolis, C. (2015). Is corporate social responsibility a motivator or hygiene factor? Insights into its bivalent nature. *Journal of the Academy of Marketing Science*, 43(3), 315-332.
- Langaro, D., Rita, P. and de Fátima Salgueiro, M. (2015). Do social networking sites contribute for building brands? Evaluating the impact of users participation on brand awareness and brand attitude, *Journal of marketing communications*, pp. 1–23.
- Lewin, A. Y., Sakano, T., Stephens, C. U., & Victor, B. (1995). Corporate citizenship in Japan: Survey results from Japanese firms. *Journal of Business Ethics*, 14, 83–101.
- Maignan, I., Ferrell, O. C., & Hult, G. T. M. (1999). Corporate citizenship: Cultural antecedents and Business Benefits. *Journal of the Academy of Marketing Science*, 27, 455–469.
- Mallin, C. A. (Ed.). (2009). Corporate social responsibility: A case study approach. *Edward Elgar Publishing*.
- McWilliams, A., Siegel D. (2010). Corporate social responsibility: a theory of the firm perspective, *Academy of management review*, 26 (1), 117-127
- Moskolai, D. D. (2016). The influence of the implementation of CSR on business strategy: An empirical approach based on Cameroonian enterprises. *Arab Economic and Business Journal*, 11(2), 162-171.
- Motwani, S. (2012). Communicating CSR is more challenging than paying CSR. *International Journal of Research and Development-A Management Review*, 1(1), pp. 41-45.
- Mugenda, O. M., & Mugenda, A. G. (2012). *Research methods: Quantitative and Qualitative*. Nairobi, Kenya: Acts Press.
- Mugesani, P. A. (2018). Role of corporate social responsibility activities on employees' commitment to firms listed at Nairobi Stock Exchange in Kenya (*Doctoral dissertation, JKUAT*).
- Mutuku, K. (2013). The relationship between corporate social responsibility & brand awareness, *A case of Publicly Quoted Companies in Kenya*.
- Mwanicha, Y., & Ouma, C. A. (2017). Effects of Social Responsibility Initiatives on Performance of Safaricom Kenya Limited.

- Namusonge, G. S., & Kihoro, J. M. (2015). Company performance as a determinants of corporate social responsibility reporting: survey of companies listed in Nairobi Securities exchange in Kenya. *International Journal of Advanced Research in Management and Social Sciences*, 4(8), 241-284.
- Novixoxo, J. D., Jamal-Deen, A., Anning, L., & Darko, S. (2018) The Effect Of Branding On The Marketing Performance Of Companies In The Mobile Phone Industry (Case Study Of Techno Ghana, Accra).
- Obange, N., Onyango, G. M., & Siringi, E. M. (2011). Determinants of sugar market performance under imperfect market conditions: Empirical evidence from Kenya. *African Research Review*, 5(1).
- Okwoma, D. (2012). The effect of corporate social responsibility on the financial performance of commercial banks in Kenya. *International Journal of Business and Public Management*, 2(3), 37-40.
- Ongolo, P. B. (2012). Relationship between corporate social responsibility practices and market share among supermarkets in Kisumu Town. *An unpublished MBA Research project, University of Nairobi*
- Owiti, C. O., (2013). Strategic Options Adopted In Agency Banking And Their Influence On Performance: A Survey Of Commercial Banks In Mombasa County-Kenya.
- Pitta, D. A. & Katsanis, L. P. (2011). "Understanding Brand Equity for Successful Brand Extension," *Journal of Consumer Marketing*, 12 (4). 51-64.
- Porter, M. E. & Kramer, M. R. (2012). Strategy and Society: The Link between Competitive Advantage and CSR. *Harvard Business Review*. Vol. 84, pp. 78 – 92.
- Rodríguez, P, G Pedro Cuesta Valiño & José Luis Vázquez Burguete (2017) The effects of corporate social responsibility on customer-based brand equity: Spanish hypermarket case, *Economic Research-Ekonomska Istraživanja*, 30:1, 290-301,
- Rossiter, J. R. & Percy, L., (2007). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing*, 9(4), 263-274.
- Rutto, F. C. (2018). Effects of corporate social responsibility on corporate identity of small and medium telecommunication firms in Kenya (*Doctoral dissertation, Egerton University*).

- Shuttleworth, M. (2008). Case study research design. *Podcast retrieved from <http://www.experiment-resources.com/case-studyresearch-design.html>, 10(23)*, 2011.
- Singh, A., & Verma, P. (2017). How CSR affects brand equity of Indian firms?. *Global Business Review, 18*(3_suppl), S52-S69.
- Stokes, E. (2011). Is there room at the bottom for CSR? Corporate social responsibility and nanotechnology in the UK. *Journal of business ethics, 101*(4), 525-552.
- Szenthe, A. (2015, March 8, 2015). Top 10 coffee producing countries (2014). Retrieved June 30, 2015, from <http://www.worldatlas.com/articles/100011-top-10-coffee-producing-countries-2014>
- Thirumuru, M. P., & Thirukkovela, T. V. K. (2015) Corporate Social Responsibility in Education: A Case Study of Hetero Group.
- Tian, Z., Wang, R., & Yang, W. (2011). Consumer responses to corporate social responsibility (CSR) in China. *Journal of business ethics, 101*(2), 197-212.
- Tilt, C. & Rao, K., (2016). Board diversity and CSR reporting: an Australian study. *Meditari Accountancy Research*.
- Topić, M. (2016). Exploring corporate social responsibility's global and Glocal practices in Qatar: A practitioner and stakeholder perspective. *Arab Economic and Business Journal, 11*(1), 31-54.
- Van Der Waal, (2013), Are socially responsible corporations' good investment risks, *management review, 64*:18-24.
- Velte, Jand Stawinoga, P, (2017) The corporate social performance-brand image link. *Strategic Management Journal, 18* (4): pp. 303-319.
- Wartick, S. L., & Cochran, P. L. (1985). The Evolution of the Corporate Social Performance Model. *The Academy of Management Review, 10*, 758-769.
- Werner, W. J. (2009). Corporate social responsibility initiatives addressing social exclusion in Bangladesh. *Journal of health, population, and nutrition, 27*(4), 545.
- Wood, D. J. (2010). Measuring corporate social performance: A review. *International Journal of Management Reviews, 12*, 50-84.
- Yatundu, F. A., (2016). Brand Awareness and Its Effect on Performance of Public Sugar Manufacturing Firms in Western Kenya. *International Journal of Advances in Agriculture Sciences*.

- Yuen, K. F., & Lim, J. M. (2016). Barriers to the implementation of strategic corporate social responsibility in shipping. *The Asian Journal of Shipping and Logistics*, 32(1), 49-57.
- Zu, L. (2013). *Corporate social responsibility, Corporate restructuring and firm's performance*. Turin: Springer.

APPENDIX I: QUESTIONNAIRE

PART A: RESPONDENT'S PROFILE

This research questionnaire seeks to establish the influence of corporate social responsibility on brand equity of tea manufacturing firms, a case of Kenya Power. The study is strictly for academic purpose.

(Tick and fill were appropriate)

SECTION A: GENERAL INFORMATION

1. Gender

Male []

Female []

2. Level of education

Certificate []

Diploma []

Degree []

Masters []

3. Age

Below 18

18 – 30

30 to 40

Above 40

4. **Within which institution do you work?**

Finlay Kenya Ltd

Unilever Tea Company

5. What position within the organization are you currently in?

Top level managers

Middle level staff

PART B: EDUCATION CORPORATE SOCIAL RESPONSIBILITY

This section assesses the institution's involvement in facilitating and supporting education within the community.

6. Kindly indicate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
The company plays a significant role in providing learning facilities to the local community.					
The company's involvement in sponsoring educational activities is impactful to the community.					
The company's efforts in building schools in the local community has impacted the community.					

PART C: HEALTH CORPORATE SOCIAL RESPONSIBILITY

This section assesses the company’s efforts toward promoting healthcare provision within the local community.

7. Kindly indicate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
The company’s donations for medical treatment play a key role in supporting healthcare provision in the community.					
The company’s involvement in the construction of health facilities has been important in ensuring effective healthcare in the community.					
Partnerships between the company and healthcare stakeholders have been essential in facilitating effective healthcare in the local community.					

PART D: ENVIRONMENTAL CORPORATE SOCIAL RESPONSIBILITY

This section assesses the company’s efforts towards ensuring preservation of the environment.

8. Kindly indicate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
The organization engages in partnerships (e.g. with the government and other NGOs) to ensure protection of the environment.					
The company generally engages in environmentally friendly practices as a function of its policy e.g. with regard to use of fertilizers and pesticides					
The company has and enforces a waste disposal protocol aimed at preserving the environment					

PART E: BRAND AWARENESS

This section assesses the strength of the company's brand as perceived in the community.

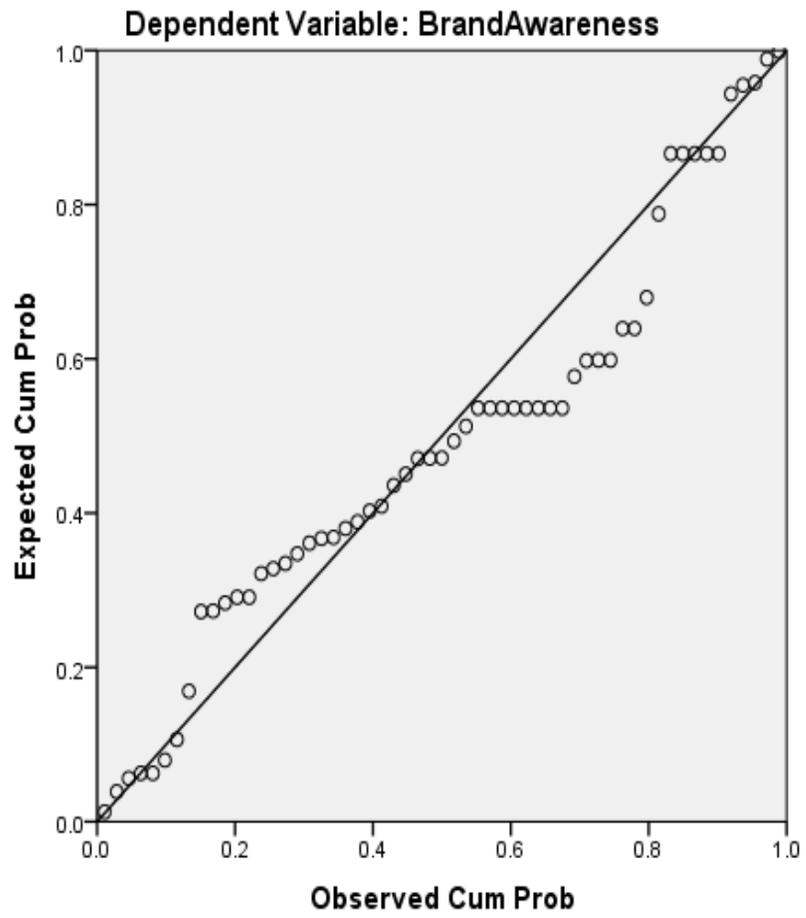
1. Kindly indicate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
The company generally has high sales within the local community.					
The company has a good reputation in the local community					
The company's products are easily recognized by the community					
The local community generally regards the company as the dominant player in the industry					
In the community, the company's brand is easily recalled compared to those of competitors					
The local community generally perceives the company's brand positively					

Thank you for taking time to fill in this questionnaire.

APPENDIX II: TEST OF NORMALITY

Normal P-P Plot of Regression Standardized Residual



APPENDIX III: SCATTER PLOTS FOR LINEARITY TEST

