



**IMPACT OF SOCIAL RESPONSIBILITY ON THE SURVIVAL OF
BUSINESS ORGANIZATION IN NIGERIA**

(A CASE STUDY OF UNILEVER PLC, ILORIN)

BY

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CERTIFICATION

This research work has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) in Business Administration and Management Studies Kwara State Polytechnic, Ilorin Kwara state.

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DEDICATION

This research work is dedicated to Almighty God, the creator, the most gracious the giver of knowledge, the author and finisher of the whole universe

More so to my lovely Family who have been my constant source of love, support and inspiration throughout my academic journey your unwavering encouragement and belief in my abilities have been invaluable and I am grateful for the sacrifices you have made to help me pursue my dream

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CHAPTER ONE

1.0 INTRODUCTION

The impact of social responsibility on the survival of business organization in Nigeria projects material start from here.

1.1 Background of the Study

In the early 1930s, the objective of business was primarily economic but within the past four decades, there have been pronounced changes in the view of the many business managers and marketers about their social responsibilities, which have been paralleled and reflected the changing priorities and expectations of society about business society functions, this is because business relies on the society for its existence. In view of this, the inter-relationship especially in the business sectors are no longer viewed as private endeavor that are free to pursue their own ends as long as they do not break any law. Instead, their action is seen as having public consequence that goes beyond serving the customers and paying returns to owners.

All does claims have made the issue of social responsibilities a great concern to business social responsibilities are essentially concerned with public interest. It is the intelligent and objective concern for the welfare of the society which restraints individual and corporate bodies from ultimately destructively activities no matter how immediate profitable and which equally leads to direction of positive contributions toward human betterment.

The idea of social responsibilities recognizes that person is attached to an extended social system in which he/she is part dependent. Consequently, certain obligations or social responsibility arises from this attachment, business owners should also consider the needs and interest of others that might be affected of the actions.

Public needs have changes likewise there expectation from firms. Societies gave business its charter to exist and the charter can be amended or resolved at any time if

business fails to live up to the society expectation and needs. The creation of better social environment benefits both society and business. The society gains through neighborhood and employment opportunities. Cleaner and safer neighborhood on the other hands means a more stable community in which to operate fewer unemployed pension reduce the chance of social unrest. Educated members of the community provide a more attractive labor paid from where to draw personnel. People lives are societies because of they must be human being today who is part and parcel. Of the social organization and is utterly dependent on it. Human social makes possible the production and distribution of a goods and services. Business can only exist with an organize society when people for people are totally sufficient, the concept of business organization of society than makes it possible for people of engage in the business activities. In return, those in business, must make contribution in the society that sustain their existence, that is, those in business have obligation to the society in which they operate and responsibilities to other who live in the society with them.

Drucker (2020; 10) suggest to major ways by which demand for social responsibility arises. In the first place, it arises from the social impact of business organization in other word, the negative consequence of business like rapid, urbanization and rural-urban drift, traffic hold-up environmental pollution, deception advertising, defective product offer for sale, tax evasion and avoidance, all create disenchantment and demand for more socially responsible behavior.

Secondly, social responsibility also arise from the problems of society itself including falling standard of living illiteracy, poor infrastructure facilities and social amenities and the growing disenchantment with government and inability to solve maker social problems. Hence, the society has come to expect business with there successful operations to solve major part of these problems by developing effective social responsibilities objectives and strategies. The business system is made up of internal and external component communities, the school, the churches, the customers, government, shareholders and supplies are all of them for survival. Hence, they owe some obligations

in the way of discharging certain social responsibilities to them. Similarly within the internal component of the business system found the employees, the management and social organizations. They equally demand that they should reap from the surplus generated by the organization in which they are given their best.

1.2 STATEMENT OF THE RESEARCH PROBLEMS

This study “the impact of social responsibility on business attempt to determine how an organization such a Unilever PLC Ilorin fulfills obligations to the necessary stakeholders can serve as a strategy for carrying out effective business activity peaceably. Most times, all the claims made by the various stakeholders are too much on the organizations, in that the organization cannot solve all societal problems with their limited resources, yet they expected to get actively, involve in getting them solved. In trying to assuage to load, most organization indulged in some unethical acts which most time back fire at them in the ease of organizations social responsibilities to the government which include payment of taxes and other financial obligations.

Business considers expensive the bribe government officials in order to circumvent them and such movies cannot be accounted for but in the long run, when their account will audited, those organizations will still be seen as owing.

Furthermore, organizations site their company in unapproved areas thereby putting residential area which is not meant for organization. Therefore, the research intends to find a solution to the above merited problems.

1.3 RESEARCH QUESTIONS

1. To what extend does the fulfillment of social responsibility contribute to business survival?
2. What are the advantages derived from the fulfillment of social responsibility to the environment?

3. What are the adverse effects of non-fulfillment of social responsibility?
4. What are the importance and advantage derive from the fulfillment of social responsibility to the environment?
5. What are the various by which organization can carry out their responsibility to the environment?
6. What is social responsibility regarded as a business survival strategy?

1.4 OBJECTIVES OF THE STUDY

The primary purpose of this study is to determine and identify the impact of social responsibility on business such as the Unilever PLC Ilorin.

In more specific terms, other purpose includes:

1. To ascertain fulfillment of social responsibility can contributes to business survival.
2. To determine the modeling adopted by Unilever for its environment.
3. To ascertain advantages derived from the fulfillment of social responsibilities to the environment.
4. To determine the various ways by which organization can carry out their social responsibilities to the environment.
5. To ascertain the adverse effects on non-fulfillment of social responsibilities.
6. To proffer solution to problem area were deficiency in the fulfillment of social responsibilities dominates and also proffer ideas that will help Unilever PLC fulfilling its social responsibilities to its various stakeholders.

1.5 RESEARCH HYPOTHESIS

HYPOTHEIS 1

Ho; there is no significant relationship between grownee and turnover.

Hi; there is a significant relationship between growth and turnover.

HYPOTHESIS 2

Ho; there is no significant relationship between financial motivation and labor turnover.

Hi; there is significant relationship between skill and labor turnover.

HYPOTHESIS 3

Ho; there is a significant relationship improved human skill and labor turnover.

Hi; there is significant relationship between improved skill and labor turnover.

HYPOTHESIS 4

Ho; there is no significant relation job satisfaction and labor turnover.

Hi; there is significant relationship between job satisfaction and labor turnover.

1.6 SIGNIFICANT OF THE STUDY

The purpose of this work has greatly been outdated. This work greatly shows that the role of social responsibility on the survival of business organizations as the economics situation on the world has necessitated the need to explore the influence of business environment on the survival of business organization.

Consequently, upon this also is the proliferation of business without adequate feasibility studies which will guarantee uninitiated production and liquidity and capital. This study will be beneficial to business organizations as it gives numerous reasons why feasibility studies should be conducted in order to establish the organization to be sited to ensure survival of business in a competitive market.

The study will also assist business investors on the role of social responsibility on the survival of business organization. Its basic issues of how to effectively and efficiently utilize it in an organization finally, students and potentials investors.

1.7 SCOPE OF THE STUDY

This study titled The Impact of social responsibility on the survival of business organization in Nigeria is restricted only to staff of Unilever Nigeria PLC with a particular reference to Ilorin branch.

Also, investigating the impact of social responsibility on the survival of business organization in Nigeria, the researcher shall limit herself to corporate organizations for knowledge acquirement also equipped good future business administration in any decision.

1.8 DEFINITION OF TERMS

1. Social responsibility; this is an obligation of decision makers such as marketers to take action which protect and improves the welfare of the society as a whole along with their sun own.
2. Stakeholders; these are the various groups to which an organization is socially responsible.
3. Backfire; the organization later suffering the consequence of non-fulfillment of social responsibilities.
4. Unethical; behavior that falls short on below the generally acceptable standard or expectations.
5. Hostile environment; an environment that is difficult for something to happen or be achieved.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 INTRODUCTION

In this section, some empirical studies on corporate social responsibility done around the world, were reviewed. These empirical show what researchers have done in this area. This was done under the following subheading;

2.2 CONCEPTUAL FRAMEWORK

2.2.1 DEFINITION OF CORPORATE SOCIAL RESPONSIBILITY

As noted earlier, there is yet to be a consensus definition of CRS,(Hopkins, 2020, P.19), therefore, companies often defines it in ways that fit their own interests (Malik, 2008). However, though different organizations have framed different definitions for the concept, one could find common ground between them. In general terms, CSR involves the responsibilities that business have to the societies within which these businesses operate, while on a specific basis, CRS suggests that an organization should identify its stakeholders and incorporate their needs and values in the operational decision making process of the organization. (Hartman et al 2019).

Malue (2018, P.18) states that “the two definitions that are widely referred to have been corned by business for social responsibility (BRS) and the world business council for sustainable development (WBCSD) “The business for social responsibility (BSR). A non profit business association defines CRS as: achieving commercial success in ways that honor ethical values and respect people, communities and natural environment we also say that CSR means addressing the legal, ethical, commercial and other expectations society has for business and making decisions that fairly balance the claim of all the lay stakeholders (Malue, 2019, P.3).

Also, the world business council for sustainable Development (WBCSD) cited in Malue (2019, P. 18) defined CSR as:

CRS 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.

2.2.2 HISTORY AND DEVELOPMENT OF THE CORPORATE SOCIAL RESPONSIBILITY CONCEPT

Corporate social responsibility has been traced to Howard Bower, in his 1953 book named, social responsibilities of the businessman (Maigan, 2020). In the business world today, it has developed into a key practice to be performed by any organization that desires to survive. According to Rahul (2018), from the nineteenth century CSR became a major concern of economists, social cities and business leaders and such consciousness towards CSR leads to a situation where business are seen major social institution with responsibilities to play in the society.

In their account of the development and increased awareness of the concept of CSR, Hond, Bakker and Neergard (2020) mentions the critical roles consultants are key drivers of the institutionalization of the concept of CSR. This mainly because of the generation and development roles of the consultants to various organizations, especially in the age where world market for consultancy services keeps increasing and consultants now seen as experts in problem solving. Further tracing the development of the concept, the authors note that selling the idea of CSR to corporations and investors wasn't an easy task for the first set of consultancies. Efforts made to increase awareness of CSR included publishing of books on CSR, comments and advice on how to become a socially responsible corporation in the media, open seminars and debates, which were arranged in collaboration with universities and NGOs with the various corporate scandals of the late 90s and the beginning of the 21st century, the consultants had better opportunities to make stronger case for CSR (Honds, Bakker, and Neergard, 2018). Diffey (2017) links the

growth and development of CSR to the coming of the knowledge economy, characterized by quick information flow through various media, making it necessary for organization to protect their reputations at all times.

However, Amaeshi et al (2022), note that even though CSR is a new concept, it is not a novel practice. They trace the practice to the activities of the Quakers in the 17th and 18th centuries, whose business philosophy was driven, not by profit maximization but by the need to add value to the society.

Adeyanju (2020, P.22) notes that in the early 1970s, companies began to appreciate community services as a way to improve their images and at the same time, serve the communities in which the business operates. The scholars made references to a 1977 study carried out by the national volunteer center in the U.S, which shows that more than “1,100 major U.S, corporations had established structured activities to involve their workers in community volunteerism”.

2.2.3 CORPORATE SOCIAL RESPONSIBILITY PRACTICE IN NIGERIA

In Nigeria, just like many other parts of the globe, there is increase in the CSR movement studies have shown that organizations embark on CSR in different ways and for varied reasons, which includes corporate reputation and brand management, competitive advantages, profit and industry trends (Rahul 2008; Parker 2020) Bhattacharya and Sen. 2004; Inis 2020 Amole, Adebisi and Aroloya 2012).

So far, there has been diversity of approaches to the understanding of CSR, as “reflected in the works of Howard Bower, Kitty Davis, Milton Friedman, Edward Freeman, John Elkington, Archie Carroll, Jeremy Moon, Peter Drucker, Philip Kotler, Y. Blagov, S. Litovchenko, A. Goroshilov, M. Kormakov, and many others”.(Pantelyev

and Lepilin 2023). Nigeria, not too long ago, began to give attention to CSR and make efforts to form our own vision of CSR, taking into account our economic, political, cultural and social peculiarities.

In the study, Amacshoetal, (2023) found that CSR is perceived and practiced by indigenous organizations as corporate philanthropy aimed at addressing socioeconomic development challenges in the country. They argued that meaning of CSR was scrambled to reflect local realities or ground. In their reckoning, the overwhelming conception of CSR as philanthropy could be linked to traditional socio cultural heritage of the indigenous firms. They argued that philanthropy is conceived within the moral economy of kin based solidarity and reciprocity. According to the scholars, kinship pattern of production, as characteristics of agrarian's mode of livelihood is the governing order of most indigenous firms.

Furthermore, Amaeshi et al (2024) note that CSR as philanthropy. In Nigeria could also be tied to some religious influences. Their opinion is that because of the fact that Nigeria is a thesis country, it can be argued that since gifts and sacrifices are core to religion, the same beliefs could have found an expression in the understanding and practice of business society relations in the country. Furthermore, Amaesho et al (2022) propose that CSR in Nigeria would be aimed towards addressing the peculiar socio economic development challenges of Nigeria (e.g. poverty alleviation, health care provision, infrastructure development, education, etc) and would be informed by socio cultural influences (e.g. communalism and charity).

2.2.4 BENEFIT OF CSR

Despite the fact that corporate social responsibility has long been adopted as a business practice, organizations around the world are yet to adopt a uniform approach to it. There are divergent views, with regard to its applicability and benefits to the business world and the society at large. In a bid to find out the value of CSR to the business, in terms of branding, reputation management and profit, Rahul (2023), states that though

CSR initiatives may in the first instances be started for moral reasons, the practice is nonetheless of instrumental value to organization. The research linked CSR initiative to reputational returns and an overall better financial performance of the business. It further states that it is hard to clearly establish whether business behavior is truly moral conduct or instrumental adoption of an appearance of moral conduct as reputational strategy. Rahul (2008, P. 59) buttresses this opinion in his statement. “organizations often consider CSR in an effort to boost their reputations, with the media constantly reporting on their affairs, and because of the greater product homogeneity and competition in many markets, many organizations realized that doing business in a responsible and just manner offers strategic and reputational advantages.”

2.2.5 ENGAGING STAKE HOLDERS THROUGH STRATEGIC CSR COMMUNICATION

Scholars like Morsing and Schults (2006), are of the view that since demands on companies to be socially responsible have sophisticated CSR communication strategy to keep stakeholder aware of their CSR effort.

A 2001 research conducted by a Brazilian NGO. Institute Akatu, buttresses this point, as it reveals that in order to achieve public recognition as well as to be perceived as a socially responsible company, communication plays an important role for those organization engaged with CSR information, discuss it with acquaintance and willing to avoid or punish companies willingness of customers in patronizing the companies they know about their CSR activities and therefore suggested that a company's commitment to CSR has to be trustworthy and effectively communicated in order to be public recognize and this avoid negative reactions against corporate reputation.

In his own research, Luis (2018) report that 75% of the Brazilian consumers interviewed positively when a company communicate its philanthropic activities, while 18% considered this sort of communication with certain degree of skepticism and the other 8% had no opinion about that.

According to the above mentioned scholars, the stakeholder response strategy is based on a two way asymmetric communication model. It is also seen by the scholars as a one sided approach, since the company have the intention of convincing its stakeholders about its CRS initiative only but not engaging then in the communication process (Morsing & Schuitz, 2024).

On this part, Osemene (2024) is of the view that one of factor that might have hampered CSR efforts in Nigeria was inadequate communication. According to him, customer of telecommunications companies was not aware of the recycling opportunities for damaged phone and batteries. He maintain that of his customers were aware of this, used handset and batteries would have been returned to the companies in exchange for new ones whole the old ones could be properly discarded or recycled and this will not only cut down the cost of production but would also assist in checking environmental hazards.

2.3 THEORETICAL FRAMEWORK

This study was based on one theory and two models. The theory is stakeholder theory while the models are: Carrolls four part conceptualization of CSR and woods corporate social performance (CSR) model.

2.3.1 THE STAKEHOLDER THEORY

The stakeholder theory originated from R.Edward freeman in his 1984 book named, strategic management: A stakeholder approach. In an attempt to address the “principles of who or what really counts”, the theory identify the various group which are stakeholders of a corporation, recommending ways management can give due regard to the interests of the group (seeman, 2024). Freeman states that it is a theory of organizational management and business ethics that addresses moral and values in managing an organization.

The stakeholder theory is managerial in nature, in the sense that it reflects and directs how managers operate rather than primarily addressing management theorists and economists” and begging with the assumption that values are necessarily and explicitly a part of doing business (Freeman, Wicks & Parmar, 2004, p. 364). Freeman (2023) notes that two core questions articulate and focus the stakeholder theory according to him, the first question is: what is the purpose of the firm? The second question is; what responsibility does management have to stakeholders? The first question urges managers to articulate the shared sense of the value they created and what brings its core stakeholders together. Here, Freeman maintains both in terms of its purpose and market place financial metrics. The second question motivates managers to articulate how they want to do business specifically, the kind of relationship they want and need to create with their stakeholders to achieve their purpose.

2.2.3 CSR STUDIES BASED ON THE STAKEHOLDERS THEORY

There are several empirical studies which try to theorize and interpret CSR from the stakeholder perspective. Freeman, Wicks and Parmar, (2004, p. 364), mention that many firms, including JJ, Ebay, Google, Lincoln electric, AES, have developed and run their businesses in terms highly consistent with stakeholder theory. They note that even though the firms value their shareholders and profitability, none of them make profitability the fundamental driver of what they do and that they also see the importance of values and relationships with stakeholders a critical part of their success.

Uthman (2024) discovered that CSR is strategically used to manage relationships with stakeholders by “influencing the level of external demands originating from many different constituencies”. Likewise, Robert (2022), used the framework developed by Uthman (2022), based on stakeholder theory to test CSR activities empirically.

CHAPTER THREE

3.1 INTRODUCTION

These chapters describe the research procedure adopted to collect and analyze the data for the study under the following headings. Research design, population of the study, Research sample, Research instrument, validation of the instrument, method of the data collection and method of data analysis.

3.2 RESEARCH DESIGN

This study was done using the exploratory mixed method, which is the three types of the mixed method. It allows the researcher to begin with the qualitative data and then

collect quantitative data later. According to Creswell [2024], it entails the procedure of first gathering qualitative data to explore a phenomenon and then collecting quantitative data to explain the relationship found in the qualitative data; Creswell goes further to explain that the mixed method researcher plans on the qualitative data to build on or explain the initial qualitative findings.

This method was found appropriate in this study, especially, due to the research objectives and research question, which required gathering data both from the Unilever plc, Ilorin and their customers. In other words, this method was chosen because it enabled the researcher to collect data from the CSR managers through in-depth interviews [qualitative] and from the client of the Unilever plc, Ilorin, via questionnaire [quantitative]. This ensured a good understanding of the phenomenon under study. Therefore the study was designed in two phases the qualitative approach was used to handle the first part, while the second phase was done quantitatively.

The research questions answered qualitatively include

- 1 What is the understanding of CSR among the Unilever plc in Ilorin?
- 2 What are the motivating principles behind CSR practice of the organization?
- 3 How do the Unilever plc, Ilorin operators implement CSR in Nigeria.

This study relied on both secondary and primary sources of both data collection. Primary data collection was done using the intensive/ in-depth interview technique and the questionnaire. The CSR executives of each of the GSM companies were interviewed. The rationale behind the choice of the CSR managers was that due to their official capacity as handlers of CSR issues in the companies, from start to finish. Each of the facts that the researcher probed and sought to know all that the interviewees could disclose concerning the CSR of their companies.

The instructured interview technique was used, because it allowed the researcher to ask follow-up questions and to make changes in the interview pattern, when necessary. According to Babbie [2024], ‘‘unlike in survey, qualitative interview is an interaction between an interviewer and respondent, in which the interviewer has a general plan of inquiry, including the topics to be covered, but not a set of questions that must be asked with particular words and in a particular order’’.

Also a large portion of data for this study was derived from various forms of secondary data, taking into consideration literature related to corporate social responsibility. this helped the researcher in providing in depth view into the extensive research conducted on CRS. The work of various researchers around the globe, their views on CRS at corporations the methodologies employed and the result obtained, were reviewed. This helped the researcher to get a good overview of what various organization had done and are currently doing around the world as regards the corperative society responsibility.

The qualitative approach had been used in previous CSR studies [for instance, Ayse, 2008; olusoji, owolabi and onokala, 2012; Arius and Patterson , 2009 Wei, Ruihua and xiaoming, 2008].

On the second stage of the study [which adopted the quantitative approach] the survey method was used to answer research questions five and six.

- 5 Do this clients know the CSR initiative of the company ?
- 6 How do the CSR efforts of the company influence the client?

The survey method was found appropriate because this phase of the study elicited the responses of clients.

3.3 POPULATION OF THE STUDY

The population of the study included all the workers and clients of the Univer plc, Ilorin. Data were gotten from them through the in-depth interviews, which involved their CSR manager. Secondary data were used for the study which were extracted from 2015/2016 Nigeria stock exchange fact book, textbook, journals and internet publication.

3.4 SAMPLE SIZE AND SAMPLING TECHNIGUE

The sample size for the qualitative phase of the study included the CSR managers of Unilever plc, Ilorin. The CSR executives were chosen by virtue of their positions. Being those who plan and execute the companies CSR initiatives, they provided the right and valuable information needed to achieve the goals of this research. The CSR executives were purposively chosen from the companies and interviewed for the first phase.

At the quantitative stage of the research, the Australian calculator provided by the national statistical services, was used to determine the sample size for the study. It must be noted that this calculator allows for a simple random sampling procedure. The calculator is an internet based formula, with everything worked out. The researcher just logs on to the web page and inserts all the values confidence level, population of the study, proportion and confidence interval and then clicked 'calculate' to get the sample size.

F1 Figure realized after calculation

Determine sample size

Level	95%
Confidence	
Size:	8607
	446
0.5	
Proportion:	
Confidence	
	0.05
Interval;	
Upper;	0.55000
Lower;	0.45000
Standard Error	0.02551
Relative	
Standard error	5.10
Sample size	=385

The calculator gave the basic sample size of the study as 385. However, NSS [2012,p,s] notes that 'the sample size required to be selected from your population will need to take into account the number of individuals or groups that will not respond to the survey, therefore an over sampling calculation is required.

ONYEBUCHI [2013] and BERTLETI, KOTILIK AND HIGGING [2001,P.46] CETING SALKIND [1997,P.107]and fink [1995,P.36],recommended over sampling when they noted that "if you are mailing out surveys or questionnaire... count on increasing your sample size by 40%-50% to account for lost mails and un cooperative

subjects therefore, in line with the recommendation by SALKING [1997,P.107] and fink [1995,P.136]the basic sample size of 385,arrived at through the Australian calculator was increased by 40%

The calculator and result is give below

$N+40\%$ of n [where is the basic sample size]

$385 + [40\% \text{ of } 385]$

$385 + [0.40 \times 385 = 154]$

$385 + 154 = 539$ [approcimately 540]

From the following, the sample size for the quantitative section of the study was 540 respondent. Distributing the sample size of 540 to each state proportionately ,according to the strength of their population we have the following.

Table7 DISTREBUTION OF SAMPLE SIZE ANONG STATES

The purposive sampli technique was used for the first sections of the study. The CSR managers of each of the companies were interviewed. They were considered qualified for the study because by virtue of their position, they oversea the planning and implrmentation of the CSR initiatives of the companies. They provided the necessary information needed to understand the phenomenon under study. The interview took place at the company where the designed questionnaires was distributed to the works and the clients of the company in Ilorin. The questionnaire was collected immediately after assessment by the respondents.

3.5 METHODS OF DATA COLLECTION

The Unilever plc, Ilorin was visited by researcher permission was taken from the director of the company workers who then lead the researcher to all the company workers and also huge the client to full the questionnaire with the help of the one of the receptionist, the questionnaires were, distributed to the client. The researcher also explained to them on how it should be sicked and they were lest to make their choises. The questionnaire were later collected after they were filled. Both the workers and the client returned 100% of questionnaires.

3.5 INSTRUMENTS OF DATA COLLECTION

INTENSIVE INTERVIEWS

Intensive/ in depth interview were used to collect data for the first part of this study. According to WIMMER and DOMNICK [2011,p,139] intensive are hybrid of the one-on-one interview approach. The choice of this instrument was made for the following reasons, which are in line with IDUMMER AND DOMINIC [2011,p,139]

The instrument provided detailed background about the reason behind the answers given by respondents. Elaborate data concerning respondents opinions, values, motivation, recollection, experiences ,and feeding were obtained through those means. The instrument allowed for lengthy observation of respondents nonverbal responses.

The intensive interview lasted longer then the personal interview, and this enabled the researcher get sufficient information that answered the research question. Each of the interview section lasted for more than two hour a period which gave adequate room for follow up questions.

With this instrument, the researcher was able to customize the interview to suit individual respondent, instead of asking all respondent the same question. This instrument allowed the researcher to form question based on each respondents answer

Also, intensive interview gave the researcher the opportunity to establish good rapport with respondents, a relationship that ensured the success of the interview session .such rapport .even made it easy to approach .certain topics that might be difficult in other approaches.

SECONDARY DATA

In addition to primary data, this work also used secondary data, mainly due to the insights they provided. Secondary data were collected from various sources including, books, journals, conference papers, company websites, etc. Efforts were made to ensure

that all information collected as part of secondary data were from the most recent sources, to prevent any error in interpretation, in terms of time and age. The reliability of the data can be assured, since most of them were from the university of Nigeria's online library and other reliable database.

THE QUESTIONNAIRE

The questionnaire was used to collect data for the second part of this study .the questionnaire instrument has two section the demographic and psychographic section .

The demographic section was used to elicit information about the bio-data of the respondent while the psychographic section focused on the research questions. The researcher used the same questionnaire across the population in order to standardize the response elicited. The questionnaire was drafted in sample sentences and designed in spoint like sacle formate

3.7 METHODS OF DATA ANALYSIS AND PRESENTATION

Data for this study were analysis using both qualitative and quantitative method of data analysis while in the first part of the study data were presented qualitively, using tables in some cases, data in the second phrase were presented using simple frequency distribution tables, percentages and numbers.

3.8 HISTORICAL BACHGROUND OF THE CASE STUDY

Unilever began with British soap-maker company named lever brothers. Their revolutionary action in business was by introducing the sunlight soap in 1890s. That ideas was from William Hesketh Lever, founder of lever brothers. This idea helped the lever brothers become the first company that helped popularize cleanliness in Victorian England. Moreover, the product rapidly emulated globally after that it was a success in UK and made the lever brothers obtained more business Worldwide. One of the reasons of the success was the strategy from William that not only prioritize on selling the

product but also focus on manufacturing them. On the other side, in 1872 Jurgens and Van Den Berth created a company that produces margarines. Since there were many competitors in the margarine industry in Dutch, in 1920s, JURGEN and Van De Berth decided to strengthen their company by joining another margarine manufacturer in Bohemia. In 1927, there were three companies including Jurgen and Van De Berth company which formed margarine Unie located in Holland.

In 1930, the lever Bros merged with the margarine Unie and even though, an international merge was an unusual move at that time, both of the two companies have the same vision that by doing this merge with strong global networks would create new opportunities. Finally, the name of “Unilever” was created by the merge of the companies. Not too long after Unilever was formed, they got a big problem which was that their raw material companies were reduced from 30% to 40% in the first year. As that problem started to attack, Unilever had to react quickly by building up an efficient system of control. In September of 1930, Unilever established “special committee” that was designed to stabilize British and Dutch operate and concern as an internal cabinet for the organization. In the 1930s, Unilever continued to grow their business when they promoted their products in America Latin. To keep it growing, Unilever adapted a new strategy in 1940s by widening their business areas and create new areas such as particular food and chemical manufacturers. Furthermore, Unilever recognized that there were something more important than widening their areas, it was the relationship between marketing and research that they must focus on. Therefore, Unilever expanded their operation by making association by two important actuations in US, those are Thomas J. Lipton company, manufacture of tea, and the Pepsodent brand of the toothpaste in 1944. In 1957 Unilever continued their actions by associating with UK, Frozen food makers birds eye and in 1961 with US Ice-cream novelty maker Humor.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

In this chapter, the presentation and analysis of the data based on the specified method in the previous chapter in order to achieve the objectives of the study.

4.2 DATA PRESENTATION

Those sections covered the presentation of the data in tabular form and the interpretation of the results. The copies of the questionnaires sent out for field survey were 297 copies. However 268 copies were recovered from the respondent and found useful for the study. However, 268 copies were retrieved from the respondents. Thus unilever staff 208 and customers 60 whole 33.

Table 4.1: Staff Gender

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
Male	85(66.4)	65 (81)
Female	43 (33.6)	15(19)
Total	128	80

Source: Field survey 2025.

From the above table, it is identify that the made in both companies is higher than that of their female counterpart as shown by 66% and 81% compare to 34% and 19% respectively.

Table 4.2: Staff age

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
15-24yrs	25(24)	16(20)
25-35yrs	43(30)	25(31)
35-45yrs	45(34)	33(41)
55above	15(12)	6(8)
Total	128	80

Source: Field survey 2025.

From the table above, it is indicated that the staff age limit that carried the medium portion in both companies is 15-25yrs are 24% and 20% while 25-35yrs followed with 30% and 31% respectively, followed by 35-45yrs carried the highest percentages in both companies is 34% and 41% to the least which is 55yrs and above that were 12% and 8% respectively.

Table 4.3: Staff Marital Status

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
Married	79(59)	53(66)
Single	39(47)	20(25)
Divorced	10(8)	5(6)
Widow/widower	3(2)	2(3)
Total	128	80

Source: Field survey 2025.

From the table above, it is shown that the staff marital status with the highest percentages is married in both companies whom is 59% and 66% respectively and the

marital status with the least percentages is widow/widower which is 2% and 3% respectively.

This is in agreement with the responses from the interview where respondents agree that married in both companies is higher than, to their counterparts. Showing dissatisfaction on the side of counterparts i.e. single, divorced and widow/widower respectively.

Table 4.4: staff

OPTION	FREQUENCY	PERCENTAGE
Employees	128(100)	(80(100)
Total	128	80

Source: Field survey 2025.

From the above, the result showed that only 128 and 80 employees respectively responded to the questions asked them from the two companies among the staff.

Table 4.5: Educational Qualification

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
WAEC/GCE	15(12)	7(9)
OND/EQUIVALENT	21(16)	17(21)
HND/B.SC/EQUALIVALENT	82(64)	52(65)
M.SC/MBA/PROFESSIONAL	10(8)	4(5)
TOTAL	128	80

Source: Field survey 2025.

From the table presented above, the qualification with highest percentages in both companies is HND/BSC/EQUIVALENT with 64% and 65% respectively and the remaining qualification claimed the rest 36% and 35% respectively.

Table 4.6: Designation

OPTION	FREQUENCY	PERCENTAGE
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	Staffs	Customers
Secretary	8(6.25)	5(6.25)
Personnel officer	5(3.91)	6(7.5)
Accountant/ cashier	16(12.50)	7(8.75)
Marketing/sales officer ⁴⁶	(35.94)	27(33.75)
Finance officer	9(7.03)	6(7.5)
Public relation officer	2(156)	2(2.5)
Administration officer	23(17.96)	13(16.25)
Production officer	12(9.38)	6(7.5)
Supervisor	2(1.56)	5(6.25)
Clerk	5(3.91)	3(3.75)
Total	128	80

Source: Field survey 2025.

From the table showed above, account/cashier, marketing/sales officer and administrative officer carried the larger portion of the designation in staffs with 12.50%, 35.94 and 17.96 respectively while marketing/sales officers and administrative officer carried the larger portion of the designation in customers with 33.75% and 16.25%.

Table 4.7: Staff Level

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
Seniors	31(24)	23(29)
Juniors	97(76)	57(71)
Total	128	80

Source: Field survey 2025.

From the table above, in two companies junior officer claimed the largest percentage on the staff with 76% of staffs and 71% of customers.

From the table above, for staffs, majority of the respondents strongly agreed and agreed that the companies practice social responsibility from the following angles; charity, donation welfare packages, sponsorship provision of medical services and scholarship with a particular reference to the frequencies from the table, while majority of the respondents as well strongly disagreed and disagree that the company engaged social responsibility practices such as socio-cultural activities, construction of housing estate,

research grant, entrepreneur training and infrastructural development. On the other hand in Unilever majority of the respondents strongly agree and agree that the company participates in charity, donations. Welfare package, medical services sponsorship scholarship award as its own social responsibility. While in the case of socio-cultural activities, construction of housing estate, research grant, recreational facilities, entrepreneur training and infrastructure development majority of the respondents strongly disagreed and disagreed their practices.

Table 4.8: The level of the companies involvement in social responsibility.

OPTION	FREQUENCY	PERCENTAGE
Very high	1(1.0)	3(4)
High	25(20)	16(20)
Very low	10(8)	4(5)
Low	57(45)	37(46)
Moderate	35(27)	20(25)
Total	128	80

Source: Field survey 2025.

From the table above, in Unilever staffs the rating of social responsibility went thus by the respondents; very high 1%, high 20% very low 8%, low 43% and moderate 27% while the rating of social responsibility by the respondents went thus; very high 4%, high 20%, very low 5%, low 46% and moderate 25%. Based on those interpretation it is assumed the social responsibility practices is low in both companies.

This is in agreement with the responses from the interviews where respondents agree that social responsibility practices is low to both companies generally showing a disappointment on the side of the customers.

Table social responsibility practices benefits the companies in the areas of survival and sustainability.

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
Yes	83(65)	61(76)
No	32(25)	19(23)
No opinion	13(10)	10(1)

Total	128	80
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Source: Field survey 2025.

From the table above, the respondent that said yes to the view claimed the highest percentage in both companies with 65% for staffs and 76% in customers respectively. While the respondents that said No and No opinion claimed below average as shown in the table 35% and 24% respectively.

This is in agreement with the responses from the interviews where respondents agree that the social responsibility benefits the companies in the survival and sustainability. In their opinion, it was revealed that 83 and 61 representing 65% and 76% members of staff indicated that the adoption of social responsibility efficiencies in boosting patronage from the customers. And this has as well positioned the image of the companies as a genuine one.

Table 4.10: Ways through which social responsibility can be used by the companies.

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
To create a relationship marketing between the companies	73(69)	59(80)
To create enabling business environment in the society	55(31)	21(20)
To use it as a way of exploiting customers	0(0)	0(0)
Other not specified	0(0)	0(0)
Total	128	80

Source: Field survey 2025.

From the table above, the respondents in both companies more than average of them supported the opinion that the adoption of social responsibility practices will create relationship marketing between the companies and society which is justified by 67% and 80% respectively. Moreso, it was also maintained that it will create enabling business environment in the society by 31% and 20% respectively.

This is in agreement with the response from the interviews where respondents agree that both companies more than average of then supported the adoption social

responsibility. In their opinion, it was revealed that 73 and 59 representing 69% and 80% members of staff indicated that the adoption social responsibility was efficiencies in boosting patronage from customer. And this has as well positioned the image of the companies as a genuine one.

Table 4.11: The cost incurs on the social responsibility practices prove efficiency and effectiveness.

OPTION	FREQUENCY		PERCENTAGE
	Staffs		Customers
Yes	80(62.5)		50(62.5)
No	20(15.6)		22(27.5)
No opinion	28(21.9)		8(1)
Total	128		80

Source: Field survey 2025.

From the table above 62.5% of respondents in both companies admitted that the cost outlay on social responsibility prove efficiency and effectiveness while 37.5% in both companies claimed the options No and No opinion. This is in agreement with the responses from the interviews where respondents agree that the cost outlay on social responsibility prove efficiency and effectiveness. In their opinion, it was revealed that 80 and 50 representing 62.5% and 62.5% members of staff indicated that the adoption of social responsibility was efficiencies in boosting patronage from customers. And this is has well positioned the image of the companies as a genuine one

Table 4.12: Determination of efficiency and effectiveness

OPTION	FREQUENCY		PERCENTAGE
	Staffs		Customers
Through the overall sales profits and the customers satisfaction	72(52.5)		53(66)
Through the maximization of shareholders return and stakeholders satisfaction	56(47.5)		27(34)
Others not specified	0(0)		0(0)
Total	128		80

Source: Field survey 2025.

From the table above, in the two companies 52.5% and 66% of the respondents agreed that the determination efficiency and effectiveness of corporate responsibility practices of the companies is through the overall sales profit and the customers satisfaction. While 47.5% and 34% of the respondents respectively in both companies agreed that the determination of efficiency and effectiveness of the corporate social responsibility practices of the companies is through the maximization of shareholders return and stakeholders satisfactions.

This is in agreement with the responses from the interview where respondents with responses from the interviews where respondents agree that the social responsibilities is through the overall sales profits and the customers satisfaction. In their opinion, it was revealed that 72 and 53 representing 52.5% and 66% members of staff indicated that the adoption of social responsibility was efficiencies in boosting patronage from customers. And this has as well positioned the image of the companies as a genuine ones.

Table 4.14: Does pitfall of social responsibility has any impact on marketing a company product.

OPTION	FREQUENCY	PERCENTAGE
	Staffs	Customers
Yes	80(62.5)	50(62.5)
No	20(15.6)	22(27.5)
No opinion	28(21.9)	8(1)
Total	128	80

Source: Field survey 2025.

From the table above, 43% and 47.5% of the respondents in both companies agreed that the companies see social responsibility as an impact on marketing a company product. While 57% and 52.5% of the respondents claimed the options, No and I don't know about the view.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

In the course of writing this project, efforts were made to look into the social responsibilities of businesses and also properly understand the relationship between business and the society.

Also an attempt was also made to highlight some problems that face the society which the business organization should have some responsibility or not.

More so, coca cola Nigeria plc, a business venture was used to know how business have gone in performing their social responsibility to their society and to suggest ways which they can use to improve on their performance of social responsibility both theoretically and practically.

Furthermore, this project is also gathered to know why it is important for business ventures to perform its social responsibilities to their society and suggest ways by which they can use to impose on their performance of their social responsibility both practically and theoretically.

And lastly the historical background of coca-cola Nigeria plc was mentioned in chapter for (1)

In chapter two (2) definitions of business and social responsibility were looked into although the definition brings out the same function and purposes each definitions have element of obligations that managers has to perform.

Also in this chapter, what business and social responsibility is all about are mentioned, and gives us the understanding of business and social responsibility to the extent that if business fails to perform their responsibility to the society, can lead to distribution of that business. Therefore, the persuasive influence of business organization in the society makes the issue of social responsibility vary important.

Lastly, the responsibility of business to owners, workers, customers, society and government were being looked into, this is to say that, there are certain responsibilities which the business should perform to the owner likewise to the employee, customers and to the society in general.

Business enterprise should see that the society is in good and healthy environment and once the society is not in good position, the business cannot operate.

Research methodology was mentioned in chapter three like wise types of data collection used and reasons for using it were critically analyzed and interpreting of social responsibility of coca-cola Nigeria plc to their workers, customers, society, and government were discussed.

5.2 CONCLUSION

This refers to the detail of the result obtained in the field of study, problems discovered and recommendation based on the problem which business encountered in including low demand to the production, lack of adequate personnel (workers), and e.t.c

However, the main discovery of this research work is that businesses are socially responsible to the community, the owners, the customers, and the government.

More so, for the purpose of gathering data for this project, records from the management of business organization was consulted, the reason.

5.3 RECOMMENDATIONS

In the light of the conclusions drawn from the topic of this project, the following recommendations can be offered and these include.

More employment opportunities should be given to members of the society.

Adequately personnel should be recreated into the business organization.

The financial problems of the organization should be given adequate consideration

Provision of more essential commodity needed by members of the society.

Government should reduce the tax imposed on the business organization, their cost of production in order to maximize other social responsibilities.

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QUESTIONNAIRE

Note: the questionnaire below are required from you to fill with your indication in the box.

Age: 26-35 () 36- 40 ()

Occupation: Student () Apprentice () worker () others ()

Religion: Christianity () Muslim () Others ()

Marital status: Single () Married () Divorce ()

Level of income: 2000-3000, () 3000-6000(), others()

For how long have you been working with this company?

ND/NCE (), BSE/HND () MA/MSc () OTHERS ()

4.6 QUESTIONNAIRE

It is required to tickle () either yes or no in the appropriate box.

SECTION A

1. What types of coca-cola product do you sell?

Coca-cola yes () no () fanta yes () no ()

Sprite yes () no () Schweppes yes () no () all of the above yes () no ()

2. How long have you been handling coca-cola product?

Less than a year yes () No () over two years Yes () NO (), over five years Yes () No ()

3. Industries the source of your supply

Direct from the manufacture yes () no ()

Through their depot yes () no ()

4 Through sale representatives yes () no ()

What financial or trade concessions do you enjoy from the manufacture for handling their products?

Cash discount yes () no ()

Trade discount yes () no ()

Credit facilities yes () no ()

None of the above yes () no ()

5. Do you usually have adequate supply of their products yes () no ()

6. If no what are the reasons for scarcity distribution you know?

Lack of storage facilities yes () no ()

Lack of capital yes () no ()

Poor road network yes () no ()

No response yes () no ()

7. What problem did you observe to their distribution system?

Transportation yes () no ()

Storage facilities yes () no ()

Poor road network yes () no ()

Handling equipment yes () no ()

8. What suggestion would you put forward for improvement of their entire distribution system of the manufacturer?

Improve distribution system yes () no ()

Maintain amount level performance yes () no ()

Improve handling system yes () no ()

SECTION B: CONSUMERS

1. Do you drink coca cola product?

Yes () no ()

2. If yes why?

Good tastes Yes () No ()

Advertisement modes Yes () No ()

Moderate price yes () No ()

3. Which coca-cola products have you buy before?

Coke yes () No (), Fanta yes () No () Sprite yes () No () Schweppes Yes () No () All product Yes () No ()

4. Where do you usually buy coca-cola products?

Manufacture yes () No () Distributor yes () No () Retailer yes () No ()

Restaurant yes () No ()

5 How do you get to know about the company product?

Advertisement yes () no () Sales promotion yes () No () Publicity yes () No ()
Coca-cola bottling company Yes () No ()

6 Are the company products always available in the market? Yes () No ()

7 Out of the two biggest company producing soft drink which one do you prefer? 7up
bottling company yes () No (), coca-cola yes () no ()

8 If Coca-cola why? Moderate price yes () No (), Advertisement yes () No (),
Gasses and taste yes () No (), No response yes () No ()

9 If 7up why? Price yes () No (), Taste yes () No (), Advertisement yes () No
(), No response yes () No ()

10. Which of these advertising media you have access to?

News paper Yes () NO ()

Radio Yes () No ()

Television Yes () No ()

All of the above Yes () No ()

None of the above Yes () No ()

11. Do you listen to advertisement on the media you have ticked?

Yes () No ()

12. If yes, why?

I do like coca-cola advertisement Yes () No ()

Message in advertisement are meaningless to me Yes () No ()

You don't have time to listen to advertisement Yes () No ()

13. Does the media you ticked in question 10 motivate you to buy 7up product?

Yes () No ()

14. Are the company's product available in the market?

Yes () No ()

15. Where do you buy 7up products?

Manufacturer Yes () No ()

Distributor Yes () No ()

Restaurant Yes () No ()

None of the above Yes () No ()

16. Which of these 7up products have you purchase before?

7up Yes () No ()

Pepsi Yes () No ()

Miranda Yes () No ()

All Yes () No ()

None of the above Yes () No ()