Corporate Social Responsibility and Patronage Nexus: the Case of Three Selected Mobile Communication Networks in Ghana.

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Abstract

Purpose: The purpose of this study is basically to examine the nexus between patronage of telecommunication network services and Corporate Social Responsibility activities executed by the three mobile telecommunication network providers with the highest subscribers in Ghana.
Findings: The study reveals that there is no relationship between the patronage of mobile communication network services and Corporate Social Responsibility activities executed by the three leading mobile telecommunication service providers in Ghana. Patronage is purely premised on quality voice call service, wide network coverage, promotion packages, and fast and affordable internet services inter alia.
Conclusion; it is suggested that the government should encourage the public to patronize the services and products of corporate bodies who initiate Corporate Social Responsibility projects in the societies so that those corporate bodies would be encouraged to engage in more social activities and projects to support the Government.

Keywords: Corporate, Social, Responsibility, corporate, bodies, subscribers, communication, network.

1.0 Introduction

Many companies and organizations provide goods and services to the people in the society in which they operate with the basic aim of accruing returns. Shareholder value maximization is the ideal corporate goal because it is the best among all available alternatives for governing the corporation and therefore, one that makes the most sense for managers formulating and implementing the strategy (Sundaram and Inkpen, 2004). Other companies or organizations are nonprofit. They seek to provide humanitarian services mostly to the poor and the needy in society. Nonprofit organizations are private organizations serving the public purpose that is some cause related to the good of the society (O'Neill, 1989 as cited in Salamon and Anheier, 1992).

The profit-making organizations sometimes share some of their returns with the societies as a way of giving back or contributing to the socio-economic development of the society within their catchment areas. This gesture supports the government to address the numerous societal challenges. Though not legally obliged, they have a moral responsibility to contribute to the development of society as a corporate body. Kuada and Hinson (2012) postulate that the ethical responsibility of firms defines expectations that are not stipulated in the laws but are considered in a given society as being part of the moral ethos or accepted rules of behaviour for firms and organizations. The contributions of corporate bodies extend to the provision of educational, health and sometimes infrastructural needs of the society among others. Corporate social responsibility (CSR) programmes offer organizations the opportunity to build goodwill and they also affect their corporate image and reputation (Ajala, 2005).

With the advent of revolution in technology, the telecommunication industry has become very vibrant, useful and transformed the world in all its sectors. The impact of such technological revolution across the globe is immeasurable.Goni (2011) asserts that telecommunication services are utilized in various circles of human endeavors from business, academics, multinational corporations among others with far-reaching impacts and benefits. The rate at which industries initiate plans to improve their product to meet societal needs is remarkable.

Apart from the products and services sold to customers, they embark on projects to support the development of the society. However, the conventional expectation is that the citizens in that society and the beneficiaries of such projects will patronize their products so that such companies can continue to support the society. Mohr et al. (2001) assert that firms are under increasing pressure to give money to charities, protect the environment and help solve social problems in their communities- in other words, to behave in socially responsible ways. They further explain that a socially responsible consumer would, therefore, avoid buying products from companies that harm society and actively seek out products from companies that help society.

In Ghana, several mobile telecommunication networks provide various communication services to the Ghanaian community. Agyapong (2011) advances that the telecommunication industry's role in an economy cannot be overemphasized. This is because it is the means through which all daily transactions and activities are undertaken. Aside from the services they provide, they also contribute to the development outcomes in Ghana as part of their corporate social responsibility. The contributions of corporate social responsibility projects to the socio-economic development in Ghana as well as the impacts they have made are inestimable.

Many countries have devised different ways of influencing their corporate bodies to support governments to meet societal needs. The outcome of a study conducted by Das and Bhunia (2016) postulates that in India, corporate social responsibility has been made mandatory by the Companies Act, 2013 and as a result, Indian companies have started spending for this purpose. Julian and Ofori-Dankwa (2013) advance that Ghanaian firms face little pressure for CSR from either the government or the Non-Governmental Organization. Andrews (2013) explains that in Ghana, it is particularly hard for stakeholders who seek to hold corporations accountable for their socio-environmental responsibility since there is no comprehensive CSR document in the country.

The influence of organizational returns on CSR activities is unimaginable. It determines the extent of CSR activities in which a corporate organization would undertake. More than ever, companies are devoting substantial resources to various social initiatives, ranging from community outreach and environmental protection to socially responsible business practices. These unprecedented CSR efforts are driven not just by ideological thinking that corporations can be a powerful and positive force for social change but more by the multi-faceted business returns that corporations can potentially reap from their CSR endeavors (Du et al., 2010).

Majority of the studies on CSR geared towards CSR and the financial performance of some organizations. For instance, Anlesinya et al. (2014) studied the effects of corporate social responsibility on financial performance on Mobile Telephone Network (MTN) Ghana Limited. However, there are little less studies on the nexus between patronage and CSR projects in the literature. Also, most of the studies on CSR adopted a quantitative research approach with marginal on a qualitative approach. This study seeks to fill those gaps. This study broadly aims at examining the nexus between patronage and corporate social responsibility projects by the mobile network companies operating in the corridors of Ghana. MTN Ghana, Vodafone Ghana, and Airtel/Tigo

Ghana have the highest subscribers in Ghana (National Communication Authority, 2016). The high patronage records of those three telecommunication networks warranted the need to undertake a study to ascertain if their CSR activities influence customers to patronize their products and services.The paper will further examine the degree of knowledge of the Ghanaian community on the corporate social responsibility projects embarked on by the three major mobile telecommunication network companies in Ghana.

2.0 Methodology

Qualitative design involves the use of qualitative data such as interviews, documents, and observation to understand and explain a social phenomenon. It focuses on the interpretation of phenomena in their natural settings to make sense in terms of meaning people bring to their setting (Denzin and Lincoln, 2000). Since this paper intends to explore and explain a social phenomenon, the qualitative research method was adopted for the study. It used both primary and secondary sources of data to examine the degree at which corporate social responsibility projects executed by the three leading mobile telecommunication network operators in Ghana move customers to patronize a particular mobile network service. The primary data emanated from the interview conducted on the field whereas the secondary data emanated from the extensive literature review. The study is exploratory and therefore, the unstructured interview was conducted to solicit information from respondents.

Neumann (2007) notes that the purposive sampling technique is used in a situation in which an expert uses judgments in selecting cases with a specific purpose in mind. Since this study had a specific purpose and to help control the rate of biases and to increase the validity of the outcome of the study, purposive and random sampling approaches were used to select the respondents. Five people each who use MTN, Vodafone and Airtel/Tigo from two regions in Ghana were

identified and interviewed. One region from the northern sector and the other from the southern sector (northern sector; Ashanti Region, southern sector, Greater Accra Region). Those regions were selected due to proximity and convenience reasons. In all, thirty (30) respondents made up of ten (10) subscribers from each of the three leading network providers in Ghana were selected and interviewed. The adopted sampling techniques were deemed appropriate due to the nature of the study. The unit of analysis of this study was purely on the customers of the three selected mobile telecommunication network operators in Ghana. The collected data was subjected to critical analysis since the study is purely explorative. Also, the data from the field was transcribed and analyzed in consonance with the objectives of the study.

3.0 Corporate Social Responsibility: Conceptual Definition

The concept of corporate social responsibility is very complex which has been explained by different actors differently at different times. The definitions for corporate social responsibility are ambiguous; terms like, corporate social investment, corporate citizenship, business ethics are used interchangeably (Muthuri, 2013). Nkrumah (2013) argues that although it is widely recognized that CSR is of growing concern in the current globalized economy, there is no sign of consensus on its definition, rules structures and procedures.

Corporate Social Responsibility emerged from the idea that corporate bodies are integral part of the society and for that matter, the attainment of the goals and aspirations of the society must be their preoccupation, just as the attainment of their corporate goals are (Bowen, 1953). Undoubtedly, several scholars and practitioners at different times and places have contributed to the concept of CSR differently to suit the dynamism of society and its needs. Corporate social responsibility is about the relationship of organizations with society as a whole and the need for organizations to align their values with societal expectations (Dartey-Baah and Amponsah-Tawiah, 2011).

Corporate social responsibility involves strategic move that corporate level of an organization undertakes by having the communities that it operates at heart in the form of providing them with social intervention programme as sponsorships, sporting activities, recreational activities and social infrastructures such as school, hospital, roads, electricity and water supply (Yeboah, 2011). The concept of corporate social responsibility has been discussed academically by professors, pragmatically by businessmen, politically by the public representatives; it has been approached philosophically, biologically, physiologically, sociologically, economically, even aesthetically (Elbing, 1970). Corporate social responsibility is a company's commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society (Mohr and Harris, 2001).

The execution of corporate social responsibility varies from one organization to the other based on the prevailing circumstances in the community. In some countries, corporate organizations are demanded to pay a percentage of their dividends to the society, whereas other countries do not make it obligatory to the corporate organization which operate in such communities. Other countries appeal to the corporate organizations to give something back to the society in which they operate. For instance, Deepa-Gokulsing (2011) reveals that the Mauritius Government has announced that all companies are now required to spend (2%) two percent of their profits on CSR or transfer these funds to the government to be used for social and environmental projects. Babalola (2012) stresses that a firm cannot ignore the problems of the environment in which they operate and that, corporations have obligations to consider the interest of customers employees, shareholders and communities as well as an environmental footprint in all aspects of their operations. The increasing pressure from different facets of society exerted on multinational companies (MNCs) to become more philanthropic and claim ownership of their impacts is now becoming a standard practice (Imbun, 2007).

Crane and Matten (2007) advance that CSR is about the social obligation impact of business in society. Corporate social responsibility serves as the strategic decision of an organization to voluntary act upon the social factors that have the potential of militating against the fulfillment of corporate goals. CSR involves the conduct of a business so that it is economically profitable, law-abiding, ethical and socially supportive (Carroll, 1983).

3.1 Communicating Corporate Social Responsibility Projects

The concept of corporate social responsibility has received wide coverage in the academia and the practitioner communities alike. Boateng and Abdul-Hamid (2017) explain that apart from practitioners, academics have also increasingly paid attention to CSR communication. Perhaps, this is premised on the immense role of corporate social responsibility in society. Communication is an essential passage through which information is disseminated. It promotes successful policy implementation and informs individuals, groups and the general public on the activities and projects executed by governments and corporate bodies. Many organizations engage in and also endeavor to report their corporate social responsibility (CSR) activities to placate the stakeholders in society (Sulemana, 2017).

Communication of corporate social responsibility projects executed by corporate bodies to the public may influence the extent of patronage of products and services provided by these companies. It promotes the image of such an organization and adversely affects the dividends of an organization in the long run. Su et al. (2017) suggest that companies should communicate well, their CSR initiative to their stakeholders. The idea is that such practice has proved to cultivate customer loyalty. Unknowingly to many organizations, their corporate social responsibility projects are not communicated to the public not even through their corporate website (Tench et al., 2014). Nkrumah (2013) postulates that organizations that undertake CSR activities but fail to communicate them to the public may not attain some of those benefits conferred on them by undertaken CSR activities. Hinson et al. (2010) espouse that the internet has become a major medium of corporate communication and thus, most corporate institutions use it as a medium for information disclosure to the public.

Concerning how a firm could make their activities known to the general public, Boateng and Abdull-Hamid (2017) suggest that a firm can communicate its CSR practices through official documents such as an annual corporate responsibility report, or press releases, and dedicate a section of its official corporate website to CSR. Additionally, Du et al. (2010) suggest that a company can use TV commercials, magazine or billboard advertisements, and product packaging to communicate its CSR initiatives. Today with the advent of technology, communication has become easy and less costly likewise the means of communication. Corporate bodies who embark on CSR projects must, therefore, capitalize on the various platforms to communicate their CSR projects to the public even if they do not have any intention of accruing returns on CSR projects from the public.

3.2 Drivers of Patronage

Patronage involves the attachment and loyalty to purchase a product or pay for a particular service. Patronage is based on discretion, the choice between competing for influential causes and similar status as responsible benefactors for the dominant economic institution (Jones, 2007).

Moderators of patronage as it stands to vary from one individual to another. For instance, taste and preference have a great driving force to patronage on a commodity for consumption at any point in time. Even gender, age, and brand quality service and/or goods, time and space among others can equally influence patronage. Similarly, the origin of a product or service has a great potential influence on patronage. This implies that influential forces to the patronage of a product and or services are highly subjective. High patronage becomes predictable when the services satisfy the expectation of customers. Though other factors may drive customers to glue to a service or product, however, such grounds are marginal. There is a correlation between price and patronage, quality and patronage, as well as service quality, which is positively related to retail patronage, in particular, higher retail patronage intentions (Pan and Zinkhan, 2006).

Patronage involves the loyal decision to subscribe to a service or a product to satisfying one's desire. Price tag, brand type, CSR quality, affordability, accessibility, and satisfaction are among other influencing factors that lead customers to patronize a product or a service. In the case of mobile network service provision and patronage nexus, Aseidu and Sarfo (2013) made a profound point that connectivity, call quality, coverage are cardinal determinants of patronage. Indeed, quality service is the expectation of every consumer regardless of the cost. It is the first value in which most consumers look out for before patronage.

3.3 Theories of Patronage

3.5.1 Utilitarian theory

The utilitarian theorists believe that moral agents always have to promote the best possible outcomes seen from an impartial perspective since the best possible outcome maximizes the total sum of happiness (Singer, 1972). Fredericksen (2010) concludes that CSR policies are not based on utilitarian thinking but some kind of common-sense morality. This position of the utilitarian

implies that the CSR projects are executed expectedly to promote the interest of the masses or the general public. However, the public interest comes in afterthought. In circumstances where the public interest comes first, the CSR project may be executed in the environment which may not necessarily yield any dividend to the organization and also, the organization will consider where and who will benefit most from the project regardless of time and space.

3.4. The Public Choice Theory.

Shaw (2008) explains that public choice takes the principles that economists use to analyze people's actions in the market place and apply them to people's actions in collective decision making. Economists who study behaviour in the private marketplace assumed that people are motivated mainly by self-interest. Although most people base some of their actions on their concern for others, the dominant motive in people's action in the market place is a concern for themselves.

She explains that although people acting in the political market place have some concerns for others, their main motive whether voters, politicians, lobbyists, or bureaucrats, is self-interest. In the likes of the issue under consideration, if the public choice is applied, it will denote that first of all the execution of CSR project is to benefit the individual organizations which executed the project since their interest is considered at the peak of all considerations. Similarly, the individual who patronizes the products or services from a mobile telecommunication network providers places a premium on his or her self-interest. Per the viewpoint held by the public choice theorists, the consideration of CSR projects in the society before an individual subscribe to a particular mobile network is marginal. Also, the standpoint of utilitarian theory and the critical analysis of it suggest that the customers of a service or product are always expected to have the ultimate interest of the masses. However, the reverse is the case, customers of mobile telecommunication networks do not prioritize CSR projects before they subscribe to the network.

3.5 Filling the Developmental Gap of the State through CSR

The management and development of the state hinge on the administrative role of the government. The central government is reposed with the legal authority over all the resources and other assets of the state. She allocates the resources to address the challenges of the state for the socio-economic development of the state. Lasswell (1950) opines that politics is who gets what, where, when and how? The maintenance of law and order, the provision of security, safeguarding the freedom and the right of all citizens and foreigners alike in the state, inter alia are all the responsibility of the government of the state. Governments serve their citizens well when they protect property rights and enforce contracts, provide a stable (and freely convertible) currency, promote freedom of exchange in both domestic and international markets and rely primarily on competitive markets to allocate goods, services, and resources (Gwartney et al., 1998).Organizations are partners with the government in nation-building. CSR in Africa is a response to socioeconomic, sanitation, health, or other crises and a call on organizations to partner with the government to contribute to development where government gaps exist (Dartey-Baah et al., 2015).

The inability for the government of the state to address all its challenges has warranted the need for the individuals, groups and corporate organizations to intervene in the areas of the society where development has been left vacant. For instance, Gulbrandsen and Moe (2007) argue that multinational companies operating in the developing countries are faced with major gaps in the government's provision of social services, widespread poverty, and disturbed local economies. Similarly, Imbun (2007) argues that the increasing pressure from different facets of the society exerted on multinational companies (MNCs) to become more philanthropic and claim ownership of their impacts is now becoming a standard practice. Deepa-Golkulsing (2011) advances that since developing countries and small island economies are highly vulnerable in this era of globalization and in times of financial turmoil, the government is, therefore, calling for the private sector as a development partner in shaping the social development landscape of these countries. The failure of the government to provide social infrastructure and development to her citizens necessitated the agitations for multinational oil companies to step in to fill this development gap (Amadi and Abdullah, 2012).

In some cases, human needs can be met through the various public sector and non-governmental organization (NGO) programmes. However, the ability of the public sector to fulfill the long term requirements of this population segment can be limited (Werner, 2009). There are appreciably several cases of companies in India involved in diverse issues such as health care, education, rural development, sanitation microcredit, and women empowerment, art, heritage, and culture among others (Arora and Puranik, 2004). The contributions of groups, individuals and organizations in the development of the state make them more responsible in the society where they operate. Often the contributions of corporate bodies to the state in a form of CSR seal the development vacuum created through the neglect of the state. Once the government was considered the exclusive social change agent and problem solver, now companies are taking a larger and more active role in social and community projects through CSR programs (Busacca, 2013). Across the globe, the contributions of CSR to the development of the state are enormous. The potential impact of corporate and business entities to development cannot be overlooked and will likely be critical to alleviating poverty in the long run (Werner, 2009).

In societies where the CSR projects are less, the socio-economic development is negligible and vice versa. Wilson (2014) indicates that the recent economic crisis has further highlighted the tremendous social and economic challenges facing countries across the world. Governments are seeking more effective ways to address these growing challenges and recognizing that private sector models can provide new innovative approaches. Peinado-Vara (2006) postulates that business initiatives are now using creative solutions to contribute successfully to alleviating social problems. Rashid and Rahman (2009) claim that there has been a gradual shift in thought regarding the role of business in poverty reduction and similar socially motivated goals. Since the contributions of corporate bodies to the development of a state through CSR have become extremely essential, there is the need for the head of states to reconsider the role of the private sector as the engine of growth and development partners in their states.

To achieve this, the governments, on the other hand, must provide the enabling environment and other supports to the corporate bodies to survive and thrive. Marsden (2000) suggests that rather than enacting mandatory legislation that directly forces companies to be socially responsible, the South African government has opted to enact a range of laws that indirectly compel businesses to engage with CSR.

4.0 Presentation of Findings and Discussions

The main purpose of the study was to examine the nexus between patronage and CSR activities executed by three main mobile communication network companies that operate in Ghana namely; MTN, Vodafone and Airtel /Tigo. MTN Ghana has been acknowledged as the mobile telecommunication network with the highest number of subscribers in Ghana followed by Vodafone Ghana and Airtel /Tigo respectively (NCA, 2016). Their highest number of subscribers warranted their selection for the study. Incidentally, each of these telecommunication network providers engages in CSR activities. It is, therefore, research worthy to examine the influence of CSR projects on the patronage of mobile telecommunication network provision in Ghana.

41. The Nexus between CSR and Patronage of mobile telecommunication network services in Ghana.

The drive for the provision of CSR activities has been ascribed to diverse interpretations from individuals, groups and corporate organizations. Tench et al. (2014) argue that corporate social responsibility initiatives vary in their aims and objectives but in general, the purpose is to encourage business, governments, and citizens to have a more socially responsible approach to the way they operate to help them cope with environmental as well as social change. The findings of this study indicate that the provision of CSR projects has no direct influence on the choice of mobile telecommunication network selection. Many of the respondents were not even aware of any CSR activities executed by their mobile telecommunication network providers left alone influencing their patronage. Even those who were aware of CSR activities executed by their telecommunication network provider were quick to add that CSR projects did not influence their choice for a specific mobile telecommunication network. This defeats the position held by Su et al.(2017) that CSR leads to more satisfied and committed customers by boosting a firm's reputation. It was only a minimal percentage of the respondents who asserted that CSR activities by mobile telecommunication network providers influenced their loyalty to the network but not their choice for a particular network.

It was observed that quality voice call service, wide network coverage, fast internet service, mobile money services, data packages, relatively low tariffs, good internet connection inter alia were the basis for the selection of a mobile telecommunication network.This supports the notion that human beings are motivated to act mainly by their self-interest. The fundamental assumption of modern economic theory is a view of individual self-acting rationality in self-interest (Saints, 2005). The findings also negate the position held by Singer (1972) that moral agents always have to promote the best possible outcome seen from an impartial perspective, since the best possible outcomes maximize the total sum of happiness. The outcome of this study rather supports the standpoint of Pan and Zinkhan (2006) that there is a correlation between price and patronage, quality and patronage as well as service quality being positively related to retail patronage, in particular, higher retail patronage intentions.

Respondents were further asked what factors could cause them to drop their current mobile telecommunication network for another one. A common pattern was discovered. They were swift to posit that poor call quality, limited coverage network, high tariffs, slow internet service could cause them to drop their current mobile networks for a relatively better offer elsewhere. One respondent notes:

I will be ready to drop the Vodafone network at any time if there is a high charge in their data package which was the reason why I joined Vodafone.

Another remarks:

A better offer which is cheaper elsewhere can cause me to drop my current network.

The findings also indicate that all the three networks which are being studied, MTN, Vodafone Ghana and Airtel/Tigo engage in some sort of CSR projects even though some engage in more CSR activities than others. However, it could be argued that the assertion that CSR activities do not influence the choice of network selection by respondents suggests that MTN with the highest subscribers followed by Vodafone and Airtel /Tigo respectively are based on quality and variant service provision, widest coverage area, fast internet services promotion packages clear voice calls inter alia.

4.1 Knowledge of CSR Project

Corporate bodies who execute CSR activities are expected to communicate their CSR projects to the general public even if the aim is not to attract new ones and / or to retain old ones. Communication of CSR projects by corporate bodies is very important to the organization itself and society as a whole.

The study reveals that only (40%) forty percent of MTN and Vodafone subscribers interviewed knew something about CSR projects executed by their network providers. The other sixty percent of the subscribers of the two leading mobile telecommunication network providers were not aware of any CSR activities executed by either MTN or Vodafone at all. In the case of Airtel/Tigo, only (30%) thirty percent of their subscribers who responded to the interview were aware of their CSR activities. However, they were swift to add that their knowledge of CSR projects by Airtel /Tigo had less impact on the choice for Airtel/Tigo network. This could be that MTN, Vodafone and Airtel /Tigo have not communicated their CSR activities well to their subscribers and the general public or they have not done so much on CSR activities as expected. It is in line with such issues that Su et al. (2017) suggest that companies should communicate well, their CSR initiative to their stakeholders. Even if they are not doing enough, the little they embarked on should be well communicated to the public. Failure to communicate CSR activities to the public has diverse effects on the corporate body.

The outcome of the study supports the view of Tench et al. (2014) that unknowingly to many organizations, their corporate social responsibility projects are not communicated to the public not even through their corporate website. Management of all corporate bodies especially those under this study must endeavor to communicate their CSR activities well to the public since the feedback from the study indicates otherwise.

4.3 Expectations of the subscriber from Mobile Communication Network Providers

It is asserted that corporate bodies take a lot from society and must, therefore, give back a percentage of their benefits to society. It is based on this that some countries like Mauritius have made it obligatory for all corporate bodies to help the government to address some of the numerous socio-economic challenges in the country. Deepa-Gokulsing (2011) reveals that the Mauritius government has announced that all companies are now required to spend (2%) two percent of their profits on CSR or transfer these funds to the government to be used for social and environmental projects. Das and Bhunia (2016) postulate that in India, corporate social responsibility has been made mandatory by the Companies Act, 2013 and as a result, Indian companies have started spending for this purpose. Other countries on the other hand only appeal to the corporate bodies to help the government to address their social challenges through the provision of CSR projects. Mohr et al. (2001) assert that firms are under increasing pressure to give money to charities, protect the environment, and help solve social problems in their communities- in other words, to behave in socially responsible ways.

The study reveals that all the respondents have enormous expectations from their network providers. They expect MTN, Vodafone and Airtel/Tigo to give back some of their returns to the society in a form of providing; social amenities, school buildings, hospitals, boreholes to the rural communities, scholarships to the brilliant but needy students, ICT centers in the various communities, libraries among others. The respondents' views support the position held by Yeboah (2011) that corporate social responsibility is a strategic move that the corporate level of an organization undertakes by having the communities that it operates at heart in the form of providing them with social intervention programme as sponsorships, sporting activities, recreational activities and social infrastructures such as school, hospital, roads, electricity and water supply. Some other common expectations from the respondents were that the mobile network providers in Ghana should improve on their quality voice call and internet services. One respondent opines:

I expect Airtel /Tigo to kindly build a library in my community.
Another asserts:

They should build school buildings for rural communities.
The findings indicate that the public is not satisfied with the quality and the quantity of CSR projects executed by MT, Vodafone and Airtel/Tigo in Ghana. Even though these network providers undertake CSR activities, the respondents expect them to go beyond the status quo and support the government massively to address the needs of the people in the society. It is expected that when the corporate bodies support the government to address the social challenges in society, it will create a friendly and enabling environment for the corporate bodies to survive and thrive.

5.0 Conclusion and Recommendation

The evidence discovered from the study indicates that there is no relationship between the patronage of mobile communication network services and CSR activities executed bythe three leading mobile telecommunication service providers. Subscribers of the mobile telecommunication network do not consider any CSR activities by a particular network provider before they patronize the services. Patronage is purely premised on quality voice call service, wide coverage network, promotion packages, fast and affordable internet services inter alia. It was crystal clear that most of the subscribers have several challenges comprising poor voice calls, slow internet service, limited network coverage areas, and high tariffs among others.

It was also obvious that many of the subscribers were not aware of CSR activities executed by thethree leading mobile telecommunication network providers in Ghana. Since the records indicate that these corporate bodies under study engage in CSR activities, it may be that such activities are not well communicated to the public. Even subscribers who are aware of CSR activities undertaken by the corporate bodies under study expected more CSR activities from MTN, Vodafone and Airtel/Tigo.

To receive more CSR projects, it is suggested that the government should encourage the public to patronize the services and products of corporate bodies who initiate CSR projects in the societies so that those corporate bodies would be encouraged to engage in more CSR activities. Since the CSR activities support the government to address the socio-economic challenges in the society, there is the need to make policies that will compel the corporate bodies to give a certain percentage of their returns to support the society through the provision of CSR activities. Also since the stakeholders need to know whatever corporate bodies do, they need to communicate well their CSR activities to the public even if they do not have any intention ofbenefiting from their CSR activities in return. Finally, it is suggested that mobile communication service providers should as a matter of urgency, improve upon the kind of services offered to their subscribers in Ghana and elsewhere and also reduce their tariffs drastically.

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