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IMPORTANCE OF MARKETING RESEARCH IN IMPROVING CORPORATE SOCIAL RESPONSIBILITY (CSR) ADOPTED BY SEVEN UP IN ENUGU

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ABSTRACT

The study investigated the importance of marketing research in improving corporate social responsibility adopted by Seven Up in Enugu. Most firms the world over tend to adopt the same approach in delivering corporate social responsibility projects and this seems to be a myopic approach as countries differ in many dimensions and perspectives. The specific objectives were to assess the extent of the relationship between marketing research and community development projects and also, to determine the extent of the effect of marketing research on community relationship. The population of the study is 286,652.45.The sample size is 400 using Taro Yamani sample size determination method. For the validity of the instrument, the questionnaire was vetted by the research experts based on face validity in terms of relevance to the subject matter, objective of the study, coverage of the content areas, appropriateness of language usage and clarity of purpose. The value of the test of reliability is 0.930 which was conducted using Cronbach's Alpha. Primary data was adopted for the study. Simple linear regression and Pearson's product moment correlation coefficient data analyzing techniques was applied. The findings revealed that there is a significant relationship between marketing research and community development projects ($r = 0.895$, $p < 0.05$). It was also revealed that there is significant effect marketing research on community relationship ($r = 0.763$; $t = 20.400$; $F= 152.224$; $p < 0.05$). The study recommends that because individuals are different, their needs at different times are equally different. Therefore, corporate social responsibility projects through thorough marketing research should be tailored to the separate and individual needs of specific community.

INTRODUCTION

Corporate social responsibility performance must be a sine qua non for effective and efficient delivery of goods and services by most firms in Nigeria and the world over. It is the social responsibility of corporate entities to give back quid pro quo to the society. However, quid pro quo means affecting the life of the people favourably as well as enhancing the profitability of the organization (Nwaoke and Akpoveta, 2011). According to Amole *et al*. (2012), Organizations should integrate corporate social responsibility into their operation. That is, it should be part and parcel of their corporate strategy. It is a rational commitment by firms bearing in mind that the processes, techniques, approaches, andoperations undertaken to produce and discharge their services constitute serious nuisance and waste to the society.

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Nevertheless the nuisance firms constitute, they embark on several social and community development projects such as granting scholarships, giving special loans and credit to businesses, employing the underprivileged, building roads and bridges, installation of electric power, pipe borne water provision, supporting social causes, offering employment and special training to indigenes, as well as producing quality and green products and services. In the course of delivery of the above responsibilities, firms perceive it asoptional having bought the land, paid their taxes and produced deluxe goods and services. However, their line of thought is parochially myopic. Because causing damage to the environment and harming the society do not align with ethical business practice.
The relationship between an organization; be it an individual or group, private or public, should and must be symmetrically symbiotic owing to the fact that businesses and the society or specifically the community where the business is located are typically interdependent.

Corporate social responsibility is not charity neither is it philanthropy, rather it is a moral and ethical obligation that organizations owe the community where it is situated and the society in general. This is a reality which most organizations fail to imbibe. Organizations are not born into a vacuum rather they are located in a community where its operations, actions and inactions directly or indirectly affect the members of the community or the entire society. Ejumudo *et al*. (2012) mentioned some of the debilitating impact of the gas flaring and oil spillage in the Niger Delta of Nigeria. According to them, the ecosystem is totally threatened and the quest to call the operating oil companies such as Shell Petroleum, Nigeria National Petroleum Corporation, Chevron etc to order had resulted in youth restiveness in the Niger Delta Region of Nigeria.

Companies should know that in the course of production, a lot of chemical wastes are cast into the effluent, fumes from factory plants, noises from factory machines, other by-products are littered on the environment and all these lead to pollution of various types. Pollution is very detrimental to the existence of life. As a result of this, individuals, communities and the government of many different societies are demanding accountability from organizations who conduct business(s) in their abodes. Uwuigbe and Olusanmi (2012) equally shared their views on corporate social and environmental disclosure in Nigeria.

Statement of Problem

Corporate social responsibility is an age long concept or phenomenon and organizations had had different perspective about it.It is a fast growing concept in the banking industry according to Eze and Okoye (2013). While many corporate entities have adopted it, some are yet to key into it. Adeyanju (2012) stated that most corporate organizations have profit maximization as the epicentre of its business operation, relegating social responsibility to the doldrums. Almost every organization affects the society in one way or the other ranging from pollution of all sorts to mere littering of the environment. However, the society has great expectations that the organizations should offer substantial commitment to give back to society in as much as it depends on it to generate enough revenue to ward off competition. It was on this note that Comrade Uchechukwumerije forwarded a bill in 2008 to the Nigerian senate to compel companies to contribute 3.5% of their gross earnings to corporate social responsibility (Umeora, 2011).

Axiomatically, members of the society have become more aware, educated and sophisticated in what happens around them. They know their rights and means of securing justice from the government against the injustices, harmful and unethical business practices and operations perpetrated by corporate organizations at their backyards. Some angry youths had been on an unending rampage in the Niger Delta, Nigeria as a result of this dehumanizing attitude by oil corporations in the Delta Region. British Petroleum had paid dearly in the United States of America as a result of 2010 oil spillage in the Gulf of Mexico (Upton, 2011). It cost Exxon Mobil millions of dollars to battle with the Exxon Valdez oil spillage in the Gulf of Alaska in 1989 (McKnight *et al*. 2006).

The 1984 toxic leak of methyl isocyanate (MIC) that beclouded Bhopal in India can never be forgot in the series of disasters that had rocked the world (Browning, 1993; Sriramachari, 2004; Broughton, 2005). However, marketing research by way of engaging the various stakeholders especially the constituents of a company's local community is sacrosanct and indispensable in delivering corporate social responsibility (CSR) projects and programmes. It is the absence of this stakeholder research or neglect of such that many corporate entities such as Chevron, Shell, etc have had series of catastrophic relationship with their local communities. A typical example is the Niger Delta in Nigeria. As corporations strive to give back to society, they should understand according to Argondona and Hoivik (2009) that countries are different and that occasions are equally different in terms of discharging and delivering on corporate social responsibility. That is because certain corporations may think that 'what is good for the geese will equally be good for the gander', but it may not be so. That leads to the main thrust of this study which is to investigate the relevance of marketing research in improving corporate social responsibility adopted by Seven Upin Enugu, Nigeria.

Objectives of the Study

In view of the above research problem statement, the main objectives of the study is to investigate the importance of marketing research in improving corporate social responsibility adopted by seven up in Enugu. While the specific objectives will include:

- To assess the extent of the relationship between marketing research and community development projects.
- To determine the extent of the effect of marketing research on community relationship.

Research Hypotheses

Based on the above objectives, the following hypotheses will arise:

- There is no significant relationship between marketing research and community development projects.
- There is no significant effect marketing research on community relationship.

Review of related Literature

Conceptual Framework

Corporate social responsibility is no longer a new concept in the twenty first century. It has been in existence since 1970 (Adeyanju, 2012) and up to date has no single adopted definition. Duke and Kankpang (2013) stated that the concept of corporate social responsibility has no universal definition as many authors, scholars and professionals have offered their definitions based on individual and group perspectives. According to them, the concept has numerous tentacles and it is treated differently by different people from different backgrounds at different situations and conditions. They defined corporate social responsibility "as a collection of activities which are of direct benefit to society that a firm voluntarily or discretionally undertakes".

Duke and Kankpang (2012) in Waddock (2004, 2006), noted that "these activities form part of the overall corporate responsibilities that the firm owes its stakeholders and the natural environment within its scope of operations". Paradoxically, many companies in developed society have adopted it as one of the major panaceas for mutual and cordial relationship with its host community, many companies in the developing world are yet to adopt it in as much as they are more interested in maximizing profits at the expense of fulfilling their responsibility of integrating the well-being of their host communities into their business strategies and sustainability. The concept of corporate social responsibility entails that organizations should recognize that their operations affect their host community and of course the entire society and that it is their sole responsibility to carry the community along.

As part of its responsibility, the organization should recruit its employees from the community, choose genuine and responsible suppliers, conserve the environment, pay taxes to the government, and provide infrastructural facilities to their host community. Adeyanju (2012:21) supports this as he noted thus:

CSR is the concept that an organization needs to consider the impact of their operations and business practices on not just the shareholders, but also its customers, suppliers, employees, members of the community it operates in, and even the environment. It is a way of saying thank you and expressing appreciation to all stakeholders in the business. It is a conscious effort to give back to the society in which the corporation has benefitted immensely.

Bala (2012) defined corporate social responsibility from the Islamic perspective thus; "Islamic corporate social responsibility refers to the obligations that a small, medium and large business organization has to protect and contribute to the society in which it functions". According to him, Islamic social responsibility encompasses everything starting from the recruitment of local labour, producing quality and standard products, adopting renewable energy sources and general upgrading of the natural environment. When this is achieved, there will be exponential growth and sustainability in the performance and profitability of the company. Strandberg Consulting (2009) defined corporate social responsibility as "balanced integration of social and environmental considerations into business decisions and operations". In their view, human resources play a monumental role in assuring that employees of organizations work assiduously towards achieving corporate social responsibility. In truism, corporate social responsibility can be perceived as an advanced form of public relations as it seeks to bridge the gap in communications between an organization and the host community. It establishes, develops, and sustains a two way symmetrical communication between an organization and the public (the community in this case) (Nwosu, 2001). Strandberg Consulting (2009) supports the above statement when he asserts that "human resource managers are well positioned to play an instrumental role in helping their organization achieve its goals of becoming a socially and environmentally responsible firm – one which reduces its negative and enhances its positive impacts on society and the environment".

He emphasized that human resources managers should integrate corporate social responsibility into the organization's DNA in order to ensure that the financial and other objectives set by the organization will be actualized. Maguire (2012) defined corporate social responsibility as "the voluntary (i.e. not required by law) efforts of companies to address the social and environmental concerns of their stakeholders". What it means is that corporate entities should own up to their moral responsibility. Organizations must not be forced to perform their social and environmental responsibilities only when it is enforced by the law of the land or by ethical regulations by professional bodies and Non Governmental Organizations (NGOs). They should willingly and voluntarily perform their social responsibilities believing that its relationship with the society is that of 'give and take'.) Hameed (2010) in Dahlsrud (2008) defined corporate social responsibility according to the World Business Council for Sustainable Development (WBCSD) as "the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life". This simply means that when organizations carry out such community projects such as rural electrification, good roads and bridges, telecommunications facilities, water supply, schools, cottage hospitals, credit facilities for small and medium enterprises including agriculture etc, the entire populace will be resuscitated from their impoverished conditions and their lives will never be the same. And the ripple effect of the establishment of these facilities will surety sustainable development which Madu and Moguluwa (2013) evinced in their contribution to "social media as a framework to sustainable development".

Organizations must in fact be accountable in all ramifications. They should not perceive profit making as the only success by satisfying only the shareholders at the expense of other major stakeholders such as the customers, suppliers, competitors, employees, security personnels, and the local inhabitants. These are the groups who are directly affected by business activities. The Niger Delta is always mentioned in Nigeria because that is the region that is worse hit by the activities of the oil companies. Members of local communities have suffered from many disorders such as: cholera, river blindness, bronchitis, blindness, deafness, etc as a result of industrial wastes and pollutions.

Theoretical Framework

Many theories have been propounded to underpin the concept of corporate social responsibility. One of the theories as discussed by Duke and Kankpang (2013), is the stakeholder theory which asserts that the firm should be socially responsible not only to the owners (stockholders or shareholders), but should expand their responsibility and relationship to other stakeholders who in many ways influence the operation of the firm. Stakeholders are those who have a keen interest in the way and manner an organization operates (Donaldson and Preston, 1995). The second theory mentioned by Duke and Kankpang is the 'Agency theory' which is an antithesis of the stakeholder theory that stipulates that managers of firms should be more interested on satisfying the owners of the firm through profit maximization instead of dissipating resources in a bid to carrying other stakeholders along.

The normative accountability theory stated that social reporting must be adopted by firms so that its social performance can be assessed. Jamali (2008), made a contribution regarding the stakeholder theory by opining that the shareholders are not the only relevant group to satisfy but rather other stakeholders such as the consumers, employees, suppliers, the community, and the government who are affected by the activities of the business organization. Rodriguez (2010) in asserted that the cardinal duty and obligation of enterprises is to satisfy the profit motive of their numerous shareholders. Arias and Patterson (2009) supported that corporate social responsibility has mainly been observed from profit-orientation perspective. Arias and Patterson (2009) in posited that the epicentre for corporate social responsibility is special commitment to the maximization of shareholders' economic objective.

Contrasting with the above assertions, Rodriguez (2010) posited that Freeman in his book on "Strategic Management", which came out more than a decade after Friedman's article in New York Times titled "The Social Responsibility of Business is to Increase its Profit", propounded the stakeholder theory which recognizes the influence that other stakeholders wield in an organization's existence. Brown and Foster (2012) referring to Adam Smith in their work "Corporate Social Responsibility and Stakeholder Theory: A Tale of Adam Smith", expressed their views on the tradeoff that exists between perfect rights (justice) of the shareholders and that of the imperfect rights (beneficence) of other stakeholders. For them, the right of the shareholder supersedes that of the other stakeholders for the fact that the shareholders invest dearly to the upkeep of the organization. Brown and Foster (2012) captured a scenario in whereby a plant in 1999 has to be moved from Bloomington, Indiana USA to Mexico irrespective of what the fate of the employees and the community would be. They noted that "under Smith's logic, the company would need to justify the value to shareholders over and above the harm that is inflicted upon employees and the loss of jobs in the community". However, Arias and Patterson (2009) in their contribution to the stakeholder theory has a counter opinion in relation to Friedman.

To them, the existence of any organization solely depends on its substantial commitment to the welfare of all stakeholders whose relationship is indispensable to the realization and actualization of aspiration and mission of the organization. Furthermore, another often mentioned theory of corporate social responsibility is the legitimacy theory. However, Omar (2014) in stated that, legitimacy theory is one of the most adopted theories for explaining corporate social and environmental disclosures. Truscott (2007) state that legitimate is a central concept within organisation thoery delete Suchman (1995) defintion of legitimacy as "a generalized perception or assumption that the actions of an entity are desirable, proper or appropriate within some socially constructed system of norms, values, beliefs, and definitions". In a nutshell, it means that companies must conform its policies, principles, processes, procedures, and practices to what is right. Production of premier and green products, choosing credible and robust suppliers, recruiting qualified employees, prompt payment of workers' salaries, paying taxes, dissociating from any act that supports any form of criminality and terrorism, embarking on fair advertising, fair competition, establishing and sustaining good relationship with the media, community and the general public, embark on environmental friendly programs, supporting social causes as well disclosing its corporate social responsibility undertakings. Achieving this and other noble feat will definitely garner unalloyed legitimacy and support for any organization (Seven Up as case study). Some corporate businesses are going extra mile to packaging programs that will solidify relationships with the stakeholders in order to retain legitimacy (Castello and Lozano, 2011). The legitimacy that the stakeholders repose on an organization can never be bought with money. Rather it comes through hard work, diligence, truth, trust and accountability. Consequent upon the perception of this corporate character, an organization stands a better chance of gaining positive image and publicity from the public (stakeholders).This underlies Truscott (2007), when he said that 'corporate social responsibility, legitimacy and reputation share an intimate relationship'. Pragmatic legitimacy, moral legitimacy and cognitive legitimacy were expatiated by Barkemeyer (2009). According to him, pragmatic legitimacy is concerned with the organization's practical actions towards its stakeholders, moral legitimacy is concerned with justice of the stakeholders, while the cognitive is concerned with the adoption or non adoption of the actions and inactions of the organization by the stakeholders.

Carroll theory of corporate social responsibility is another comprehensive theory that threw a more detailed light on the theoretical framework of corporate social responsibility. Carroll (1991) declared that businesses must operate within the ambit of the law of the land in its dogged pursuit for the fulfillment of its financial goals. Propounded in 1990, Carroll theorized that corporate social responsibility has four major branches: the economic responsibility which advocates that the financial obligations of the business owners must be actualized; the legal responsibility which asserts that the organizations must operate judiciously according to the laws and regulations of the land professional bodies; the ethical responsibility which is concerned with other obligations though not binding legally on the organization but the organization adopts it because it is morally right; and the discretionary or philanthropic responsibility which advocates the extension of alms and charity to the other stakeholders other than the company's shareholders.

Empirical Framework

Many empirical researches had been carried out in area of corporate social responsibility. Adopting the website as a conduit for corporate social responsibility disclosure, Branco and Rodrigues (2006) and Anghel *et al*. (2011) found out that consumers perceive banks that disclose its corporate social responsibility as possessing better corporate image. It is a fact that banks that unmasks and declares its corporate social responsibility will garner acceptance, understanding, respect, goodwill, and reputation in the public eye. uwaigbe and olusanmi (2013) conducted a research in lagos and ogun state in Nigeria using 80 respondents observed that many of them align with corporate social responsibility disclosure in Nigeria. They argued that stakeholders must access adequate and genuine information on corporate social responsibility. It was concluded that corporate social responsibility is a tripartite agreement between business, employees and the community and must foster a lasting mutual relationship amongst the trio towards a successful business operation. Ejumudo *et al.* (2012) found out in their work on "Environmental Issues and Corporate Social Responsibility (CSR) in Nigeria Niger Delta Region: the Need for a Pragmatic Approach", that 95.83% of their respondents believe that activities of oil company has had a debilitating impact on their environment. As a result of this, 96% of the respondents agreed that that had led to youth restiveness in the Niger Delta region. Nzewi *et al.* (2011) concluded that Public Private Partnership (PPP) and corporate social responsibility conducted by Sell BP gauged in relation to revenue generated through oil, has a relationship with the socio-economic lives of the Niger Delta people.

Importance of Marketing Research in Conducting Corporate Social Responsibility

Research is the process of discovering the unknown or new/more facts about an already extant phenomenon. It is 'the systematic effort at gathering and analyzing data, which will aid man in understanding the world in which he lives and solve some of the problems around it' (Onodugo *et al.,* 2010). Sequel to the above, marketing research according to Kotler and Keller (2006) can be defined as "the systematic design, collection, analyses, and reporting of data and findings relevant to a specific marketing situation facing the company". Hair *et al* (2009) defined marketing research as "the function that links an organization to its market through the gathering of information". Marketing research is sacrosanct to the execution of corporate social responsibility initiative. Ironically, a good number of organizations oversight marketing research before packaging corporate social responsibility programmes to its numerous stakeholders and that had resulted in many rejections to such programmes. A typical example is the Niger Delta region of Nigeria where nevertheless all effort by oil companies to appease the local community had led to more violence and intermittent restiveness by youth in the region. Marketing research is very germane as this will go a long way to eliciting what the stakeholders want, how they want it, where and when they want it. Not conducting research will definitely replicate a scenario where a new product was developed without adequate marketing research and the product never got accepted by consumer in the first place. That is one of the major reasons why many new products fail (Kotler and Armstrong, 2012). Anghel *et al.* (2011) in noted thus: "Market research highlighted that most consumers will prefer to buy from those companies that are engaged in supporting a cause, while there are no differences in price and quality of products or services".

organizations value the relevance of marketing research in adopting feasible corporate social responsibility programmes (Bhattacharya *et al.,* 2007). Burke *et al.* (1999) concluded that marketing research can effectively be applied to support managerial decision. In the trajectory of corporate social responsibility, lots and lots of companies have failed to impact on the community they are domiciled in area of corporate social responsibility because their stakeholders are not carried along in terms of policy formulation and decision making. Many organizations fail to conduct marketing research to make adequate inquiry into what aspect of corporate social responsibility require priority attention by the community. According to Argondona and Hoivik (2009; Adeyanju, 2012; and UNCTAD, 2001), companies must be innovative in the delivery or performance of specific corporate social responsibility project and such projects must be uniquely peculiar with such companies. They were so absolute with their assertion of ethical relativism that was equally evinced by (Amaeshi *et al.,* 2006) in the discharge of corporate social responsibility. Their view may have been the reason why (Adeyemo *et al.,* 2013) stated that more research is needed to investigate why different countries and communities demands different aspect of corporate social responsibility.

MATERIALS AND METHODS

The researcher employed survey method by administering structured questionnaire to gather primary data from community members of Udi Local Government Area of Enugu state of Nigeria. The scope of the study covered corporate social responsibility and marketing research. The population of the study was 286,652.45. A sample size of 400 was determined using Taro Yamane's sample size determination method. For the validity of the instrument it was content validity. The value of the test of reliability is 0.930 which was conducted using Cronbach's Alpha. Out of the 400questionnaires, 230 were correctly filled and returned. Analysis of data was done using correlation data analyzing technique with the aid of Statistical Package for Social Sciences.

RESULTS AND DICUSSION

The data obtained from the field were presented and analyzed with descriptive statistics to provide answers for the research questions while the corresponding hypotheses were tested with Pearson's Correlation and Linear regression at 0.05 alpha level.

Table 1. Coded Responses on the extent of the relationship between marketing research and community development projects

/No	Questionnaire items	S.Agree /Agree	Disagree /S. Disagree	Undecided	
		Freq	Freq	Freq	Total (Freq)
1	marketing research helps firms on embarking on projections that will affect community life	195	25	10	230
2	community project can be executed through marketing research	210	15	5	230
	TOTAL	405	40	15	460

Source: fieldwork 2014

course in community services in the dealing with corporate social responsibility issues. In the same vein, managers of

relationship between marketing research and community development projects

Hypothesis One

Ho: There is no significant relationship between marketing research and community development projects.

Table 2. Descriptive Statistics

	Mean	Std. Deviation	N
MKTGRES	4.5174	.61789	230
CDP	4.5261	.65865	230

Table 3. Correlations

		MKTG RES	CDP
MKTGRES	Pearson Correlation	1	.895**
	Sig. (2-tailed)		.000
	N	230	230
CDP	Pearson Correlation	.895**	1
	Sig. (2-tailed)	.000	
	N	230	230

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

The above table shows descriptive statistic of the extent to which marketing research is related with community development projects. The mean value of marketing research is 4.5174, while the standard deviation is 0.61789. Also, the mean value of community development projects is 4.5261 while the standard deviation is 0.65865. By careful observation of standard deviation value, it can be said that there is about the same variability of data points amongst dependent and independent variables. This implies that marketing research has a relationship with community development projects. The table above shows Pearson correlation coefficient for marketing research and community development projects.

The correlation shows 0.895. This value indicates that correlation coefficient is significant at 0.05 level (2 tailed) and implies that there is a relationship between marketing research and community development projects($r = 0.895$). The computed correlation coefficient is greater than the table value of $r = 0.195$ with 228 degree of freedom (df n-2) at alpha level for a two tailed test ($r = 0.895$, $p < 0.05$). According to table (4) based on aggregate response 438 indicated strongly agree, 12 indicated disagree while 10 indicated undecided. This implies that marketing research significantly affect community relationship.

Hypothesis Two

Ho: There is no significant effect marketing research on community relationship.

Interpretation

The regression sum of squares (996.619) is greater than the residual sum of squares (654.174), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is due to chance. R, the correlation coefficient which has a value of 0.763, indicates that there is significant effect marketing research on community relationship. R square, the coefficient of determination, shows that 41.4% of the variation in community relationship is explained by the model. With the linear regression model, the error of estimate is low, with a value of about .79669. The Durbin Watson statistics of 0 .070, which is less than 2, indicates there is no autocorrelation. The marketing research coefficient of 0.763 indicates there is significant effect of marketing research on community relationship, which is statistically significant (with $t = 20.400$). Therefore, the null hypothesis should be accepted and the alternative hypothesis accordingly rejected.

Table 4. Coded Responses on effect of marketing research on community relationship

/No	Questionnaire items	S.Agree /Agree	Disagree /S.Disagree	Undecided	
		Freq	Freq	Freq	Total (Freq)
1	Marketing research encourage firms to embark on social corporate responsibility which will produce community relationship	218	7	5	230
2	community relationship can be achieve through provision basic amenity which firms can discover through marketing research	220	5	5	230
	TOTAL	438	12	10	460

Source: fieldwork 2014

Table 5. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sum of Squares	t	Durbin-Watson
1	.763[a]	.414	.413	.79669	152.224	696.619 654.174	20.400	.070

a. Predictors: (Constant), marketing research

$R = 0.763$
$R^2 = 0.414$
$F = 152.224$
$T = 20.400$
$DW = .070$

Summary of findings

Hypothesis one revealed that there is a significant relationship between marketing research and community development projects($r = 0.895$, $p < 0.05$). Secondly, it was revealed that there is significant effect marketing research on community relationship ($r = 0.763$; $t = 20.400$; $F= 152.224$; $p < 0.05$)

Conclusion

Marketing research determines to a great extent the choice and acceptability by members of the local community the specific corporate social responsibility project to be executed by the company operating in their environment. This is in agreement with Argondona and Hoivik (2009) who stated that countries are different and that occasions are equally different in terms of discharging and delivering on corporate social responsibility. This is also related to the tenets of international marketing penetration practice which according to (Herk *et al*, 2005) states that differences in the cultural, political, demographic, legal, competitive and natural factors simply implies that people will react differently to marketing efforts.

Recommendations

The researcher recommends that because individuals are different, their needs at different times are equally different. Therefore, corporate social responsibility projects through thorough marketing research should be tailored to the separate and individual needs of specific community. Corporate social responsibility project/programme for a typical community in the South Eastern Nigeria by Seven-Up must not be exactly the same with a different community in the North Eastern Nigeria. They must differ for the company to succeed because these two zones are different culturally and demographically.

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