To examine the influence of CSR responsibility on consumer behavioral intention

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Abstract: This research examines the influence of Corporate Social Responsibility (CSR) perception on behavioral intentions of Safaricom PLC consumers. Using a sample size of 172 from Thika Town, Kiambu County, the study makes use of Exploratory Factor Analysis (EFA), Pearson correlation and simple linear regression to estimate the hypothesis that CSR perception significantly and positively affects consumer behavioral intention. The theoretical framework is grounded on [1], [2] and [3]. This outcome shows a strong positive correlation between CSR perception and behavioral intention (r=.753, p<0.001), with CSR perception identified to a strong predictor of behavioral intention. These findings show a significant implication for Safaricom's in terms of strategies, marketing, corporate communication, and the regulatory landscape of telecommunication in Kenya. In addition, the findings give insights to policymakers such as Communication Authority, to comprehend the dynamics of CSR as they model laws related to the telecommunications sector.

Keywords: Corporate Social Responsibility, Consumer Behaviour Intention and CSR perception

1 Introduction

1.1 Background of Study

The international business environment has widely embraced Corporate Social Responsibility (CSR) as a strategic tool. It is no longer viewed as a philanthropic duty; rather, CSR has morphed into a business framework that enables organizations to satisfy their ethical, legal, economic, and philanthropic obligations in society [1]. This transformation is especially noted in the telecommunications industry in Africa, where companies mingle with communities that have significant social needs and a higher consumer awareness. Safaricom PLC, a renowned telecommunications giant in Kenya, amplifies a successful integration of CSR within the African corporate landscape. As reported in its 2022-2023 annual report [4], the organization noted that 1,250,581 people in the community benefited from health programs, 266,574 from educational sponsorships, and 241,220 from economic empowerment initiatives. However, despite this robust CSR framework, the true influence of these initiatives on consumer behavioral intentions such as choice, loyalty, and recommendation remains an empirical question that necessities addition investigations. Scholars, including [1], [5], and [6] have convincingly demonstrated that CSR initiatives affect consumers' attitudes and behaviors. Nevertheless, there is insufficient empirical data that quantitatively evaluates the connection between CSR and behavioral intentions within the industry, specifically regarding Safaricom PLC. Therefore, this study seeks to address this gap by utilizing data collected from a sample size of 172 Safaricom customers in Thika Town, Kiambu County, Kenya.

1.2 Problem Statement

Although Safaricom PLC makes an impactful investment in CSR initiatives revolving around social, education, health, and economic sectors, the tangible impact of these efforts on consumers' behavioral intentions remains insufficiently documented in the current literature. In the absence of this empirical insight, Safaricom and comparable firms may accidentally misalign their CSR expenditures with consumer behavioral results, thereby constraining both their social influence and competitive edge.

The general objective of the study is to examine the influence of CSR responsibility on consumer behavioral intention among Safaricom PLC consumers.

1.3 Research question and hypothesis

In what ways does the Corporate Social Responsibility (CSR) perception affect the behavioral intentions of Safaricom consumers?

H1: Safaricom PLC's Corporate Social Responsibility perception has a significant positive influence on consumers' behavioral intention.

1.4 Scope of the Study

The research is confined to consumers of Safaricom PLC located in Thika Town, Kiambu County, Kenya. A total of 172 respondents participated in the survey. This study examines the link between CSR perception and behavioral intentions, using validated constructs based on Carroll's CSR pyramid.

2 Literature review

2.1 Corporate Social Responsibility

The contemporary understanding of Corporate Social Responsibility can be traced to [7], who initially raised the question regarding the obligations that business leaders have towards society. Over time, CSR has transformed from a charitable notion into a critical strategic business necessity. Carroll [1] explained this transformation with his four-dimensional pyramid, whereas [5] redefined CSR as a means of gaining a competitive advantage by fostering shared value, which revolves around a company's voluntary dedication to incorporating social and environmental issues into its business practices and interactions with stakeholders [8]. In Kenya, Safaricom PLC has synchronized its activities with its CSR initiatives with the Sustainable Development Goals (SDGs), investing in healthcare, education, environmental sustainability, and economic empowerment. Research consistently shows that transparent and effectively communicated CSR efforts are likely to elicit favorable responses from consumers [9]. [10] observed that Generation Z, shaped by digital connectivity and heightened awareness of social issues, demands greater transparency and ethical integrity from corporations, making CSR communication more critical than ever. 11] established that the fulfillment of commitments of sustainability promotes consumer loyalty and advocacy in a brand, particularly within the young demographic groups.

2.2 Carroll's CSR Pyramid

Carroll [1] suggests that the four-dimensional CSR pyramid behaves as the most critical theoretical framework for the application of CSR in this study. This pyramid delineates four interrelated responsibilities:

- Economic Responsibility: It is the duty to achieve profitability while offering quality products or services at fair prices.
- Legal Responsibility: It is the duty to function within legal parameters and adhere to regulatory standards.
- Ethical Responsibility: It is the duty to conduct oneself morally, honestly, fairly, and beyond legal obligations.
- Philanthropic Responsibility: It is a voluntary engagement in social initiatives such as healthcare, education, and environmental conservation.

Carroll [12] suggested that organizations that incorporate all four dimensions of the CSR Pyramid are more effectively positioned to cultivate stakeholder trust and attain a sustainable competitive advantage. This research introduced a fifth dimension, transparency, which increases the significance of transparent and sincere CSR communication in fostering consumer trust [6].

2.3 Consumer Behavioral Intention

Behavioral intention the extent to which a consumer is inclined to engage in a particular behavior [13]. Within the framework of Corporate Social Responsibility (CSR), behavioral intention manifests through three dimensions: Choices, Loyalty commitments, and the readiness to endorse a brand [14]. Therefore, the study opted to use the

- Choice: it is the act of choosing a company's offerings over those of its rivals, influenced by its corporate social responsibility.
- Commitments: It is the persistent dedication to utilizing a company's services over time.
- Recommendation: It is the readiness to endorse and suggest a company to others, grounded in its reputation for corporate social responsibility.

Kim and Lee [15] illustrated that ethical and philanthropic corporate social responsibility (CSR) initiatives enable corporate reputation and consumer assessment, which in turn affects purchasing intentions and customer Loyalty. These results hold significant importance in the Kenyan telecommunications sector, where customer decisions are shaped not only by the quality of the service and pricing but also by the perceived corporate citizenship.

2.4 CSR and Behavior Intention

The connection between Corporate Social Responsibility (CSR) and consumer behavioral intention has been examined across various industries. [16] carried out in the banking field and demonstrated that CSR significantly contributes to elevating the satisfaction of the consumers, loyalty, and positive word-of-mouth. In an equivalent way, [17] demonstrated that CSR activities can allow brands to have a competitive advantage in a crowded market by positively influencing consumer behavioral intentions. In the context of Africa, empirical research that evaluates this relationship is scarce. Most studies mainly focus on the developed economies [15]; [6], therefore creating a gap that this study aims to fill. The complete CSR activities of Safaricom PLC sectors, such as healthcare, education, and economic empowerment, give a crucial framework for analyzing this relationship within a developing economy. [18] demonstrated that companies whose CSR activities visibly address community needs attain higher levels of loyalty from consumers as compared to those whose efforts in CSR are vague. The clarity and authenticity of communication in CSR were identified as critical moderators of the relationship between CSR behavioral intentions, a finding that matches with the component of transparency integrated into the measurement of the CSR tool used in this study.

2.5 Theoretical Framework

This study is anchored on three entrenched theoretical frameworks:

1. **CSR pyramid** [1]: This model gives a five-dimensional framework and offers a five-dimensional application of CSR perception used in this research, encompassing the legal, ethical, philanthropic, and transparency dimensions.
2. **Expectation-confirmation Theory** [2]: This theory illustrates the process by which CSR activities affect behavioral intentions. When Safaricom PLC matches consumers’ expectations, it gives satisfaction, which thereafter promotes behavioral intentions such as choice, loyalty, and recommendation.
3. **Stakeholder Theory** [3]: This theory stresses the significance of Corporate Social Responsibility by proposing that the functioning of business is influenced by stakeholders and their expectations influence the decisions made.

2.6 Conceptual Framework

The conceptual framework (Fig. 1) identifies the independent variable as CSR perception, while the dependent variable is identified as behavioral intentions.

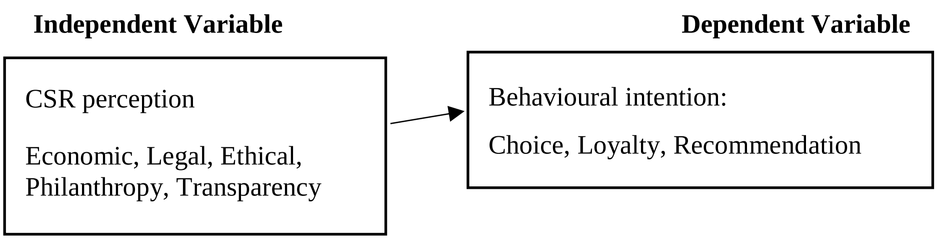

Figure 1
Conceptual Framework

3 Materials and Methods

3.1 Sample Size Determination

The sample size was calculated using the standard formula for proportion, which is particularly suitable when the targeted population cannot be defined precisely or is large [19]. This method is commonly used in the field of social science studies where the size of the total population remains unknown. As noted by [19], getting an appropriate sample size requires the identification of three essential criteria: the level of precision, the level of confidence, and the extent of variability in the attributes being evaluated. In terms of variability, [19] explains that a proportion p= .5 signifies the highest level of lack of consistency within a population, and therefore it is frequently deployed to ascertain a more conservative sample size, which means that the sample size may exceed what would be calculated if the actual variability of the population attribute were applied. Given that the true population proportion of Safaricom subscribers in Thika Town was not known, p = .5 was used in this study to guarantee the most conservative and dependable estimate.

The formula (1 for proportions, as outlined by [19] (referencing Cochran) was used:

$$n = (Z^2 \times p \times q) \;/\; e^2 \text{ ....(1)}$$

Where:

- n = the necessary sample size
- Z = the Z-score that aligns with the cohesion confidence level
- p=the estimated proportion of the attribute present in the population
- q=1-p
- e=the desired margin of error (level of precision)

The study deployed a 95% confidence level, which suggests that 95 out of 100 samples will have a true population value within the defined precision range, corresponding to a Z-score of 1.96. Given that the actual population proportion was not known, p was set to .5, resulting in q=1-.5= .5. The margin of error was established at .075.

$$\mathrm{n} = \frac{(1.96)^2 * 0.5(1 - 0.5)}{0.075^2}$$

$$n = \frac{3.8416 * 0.25}{0.005625} = 170.74$$

The obtained value was later rounded up to 171 respondents. This outcome is further justified by Table 2 of [19], which outlines the recommended sample sizes at a 95% confidence interval with p= .5 .For a population size of 300 and a precision level of ±5%, Table 2 recommends a sample size of 172, which closely aligns with and supports the calculated value of 171 in this study. However, to ensure the reliability of the results and to account for incomplete non-responses or questionnaires, the final sample size was marginally increased to 172 respondents. [19] suggests that the sample sizes are often increased in size to balance non-response, and that the quantity of surveys distributed should exceed the minimum necessary to achieve the desired level of confidence and precision. Therefore, a sample size of 172 was deemed fit to produce statistically valid results at 95% confidence interval.

4 Results

4.1 Sample profile

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	81	47.1%
	Female	91	52.9%
Age group	18-28	106	61.6%
	29-38	53	30.8%
	39-48	8	4.7%
	49-58	5	2.9%
Education	High School	29	16.9%
	Diploma	49	28.5%
	Undergraduate	64	37.2%
	Masters	25	14.5%
	PhD	5	2.9%
Safaricom subscriber	Yes	171	99.4
	No	1	0.6%
Duration	Under 12 months	13	7.6%
	13-60 months	31	18.0%
	Over 60 months	128	74.4%

Table 1

Demographic Profile of Respondents (n=172)

In table 1, Females comprised 52.9% of the sample. Young adults aged 18-28 represented a significant 61.6%. The distribution accurately mirrors a genuine characteristic of Safaricom's subscriber base. A substantial proportion of the respondents were well-educated: 37.2% attained undergraduate degrees,28.55 held diplomas, and 14.5% had attained their master's. This indicated that the sample is well educated and hence made an informed evaluation. Notably, 99.4% of the respondents confirmed their status as active Safaricom subscribers, with 74.4% having been customers for a duration of more than 60 months.

Descriptive Statistics of Survey Response on CSR Dimension

CSR Dimension	Strongly Agree%	Agree %	Neutral %	Disagree %	Strongly Disagree %
Economic Responsibility	26	39	20	9	6
Legal Responsibility	33	40	17	5	6
Ethical Responsibility	31	47	16	1	1
Philanthropic Responsibility	53	28	17	1	2
Transparency	34	34	18	9	4

Table 1

Shows the summary of the CSR response.

Table 2 shows that the aspect of philanthropic responsibility has the highest consensus rate of 81%, with 53% of the participants strongly agreeing, confirming that Safaricom embraces healthcare, education, and environmental sustainability.

Descriptive statistics of Survey of Behavioral Intention responses

Item	Strongly Agree%	Agree %	Neutral %	Disagree %	Strongly Disagree %
Choice	41	36	18	3	2
Loyalty	44	42	11	1	2
Recommendation	44	39	15	1	2

Table 3

Shows the summary of the behavioral intention response.

In table 3, Loyalty achieved the highest response rate with 86%, with 44% of the respondents strongly confirming that they will continue using Safaricom as their telecommunication company.

4.2 Exploratory Factor Analysis of CSR

Table 4 presents the Total Variance Explained for the CSR perception components. The analysis showed a single factor with an eigenvalue of 3.11, which represents 62.2% of the total variance. Using Kaiser theory, the four factors had eigenvalues that were below 1.0, and hence, they were not extracted [20]. The rotation sums of squared loadings confirm a similar figure of 62.2%, which makes rotation unnecessary. Therefore, it suggests all five items of CSR perception converge on a singular.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance-	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.11	62.2%	62.2%	3.11	62.2%	62.2%	3.11	62.2%	62.2%
2	.75	14.9%	77.2%						
3	.40	8.1%	85.3%						
4	.38	7.7%	92.9%						
5	.35	7.1%	100.0%						

Table 4

Eigenvalues (EV) and Total Variance Explained

EFA of Behavioral Intention

Table 5 shows the overall variance and the behavioral intention items. The analysis disclosed a single factor with an initial eigenvalue of 2.44, which represented a total variance of 81.4%. Factors with eigenvalues below 1.0 were not extracted**.**

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance-	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.44	81.4%	81.4%	2.44	81.4%	81.4%	2.44	81.4%	81.4%
2	.43	14.3%	95.7%						
3	.13	4.3%	100.0%						

Table 5

Eigenvalues (EV) and Total Variance Explained

Kaiser's criterion [20] was used to validate the factors that were to be retained. Both constructs showed a strong unidimensionality.

Component Matrix of CSR

After rotation, the factor loadings remained the same in table 6, ranging from .62 to .85.

Rotated Component Matrix

	Component
	1
Safaricom_offer	.83
Safaricom_is_a_	.79
Safarico__pract	.85
Safaricom_spon	.62
I_think_that_sa	.83

Table 6

Results of Rotated Component Matrix of CSR

Component Matrix of Behavioral Intention

Table 7 established that choice had the lowest factor loading of .84, loyalty had a factor loading of .92, and recommendation had the highest factor loading of .95.

Component Matrix

	Component
	1
Due_to_the_CS	.84
I_will_continue	.92
I_would_sugge	.95

Table 7

Results of Rotated Component Matrix of Behavioral Intention

4.3 Reliability analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.84	5

Table 8

shows the results of the reliability test on CSR perception.

Reliability Statistics	
Cronbach's Alpha	N of Items
.88	3

Table 9
Reliability test on Behavior intentions

The evaluation of internal consistency was conducted utilizing Cronbach's Alpha. The perception of CSR, table 8, gave an α=.84 across the five items, which signified a strong consistency. The behavioral intention, table 9, yielded an α= .88 across the three items, which reflects strong reliability. Both coefficients produced a value that signifies that consistency was good [21]. Table 2 of [21] confirmed that the measurement tools used were reliable.

4.4 Correlation Analysis

The Pearson correlation analysis in table 10 showed a positive correlation between the CSR perception and behavioral intention ($r=.753$, $p<.001$). These results suggest that Safaricom customers who possess a more positive view of the company's CSR activities are equally inclined to show favorable behavioral intentions such as showing loyalty, choosing, and recommending the services of Safaricom to others. [22], argues that emotional attachment driven by CSR fosters consumer loyalty, and in the banking sector, [23] demonstrated that CSR initiatives produce significant positive effects for their organizations by improving the satisfaction of the customer and enhancing consumer behavioral responses.

correlation of CSR and Consmer behaviour intention			
	Column 1	Column 2	Column 3
CSR	1		
Column 2	0.719994	1	
Consumer Behaviour Intention	0.752742	0.701524	1

Table 10
Shows a correlation analysis.

4.5 Regression Analysis

SUMMARY OUTPUT(Regression on CSR & Behaviour Intention)

Regression Statistics	
Multiple R	0.752742
R Square	0.566621
Adjusted R	0.564072
Standard E	0.522309
Observatic	172

ANOVA

	df	*SS*	*MS*	*F*	*gnificance F*
Regressior	1	60.63578	60.63578	222.2665	1.1E-32
Residual	170	46.37714	0.272807		
Total	171	107.0129			

	Coefficients	*andard Err*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*ower 95.0%*	*Ipper 95.0%*
Intercept	1.79845	0.039826	45.15803	1.35E-96	1.719833	1.877066	1.719833	1.877066
X Variable	0.629642	0.042233	14.9086	1.1E-32	0.546273	0.713012	0.546273	0.713012

Table 11

Shows the summary of the regression.

The regression model in table 11 gave results that were statistically significant, F (1,170) = 222.27, $p<.001$, suggesting that the perception of Corporate Social Responsibility serves as a strong and dependable predictor of consumer behavioral intentions. Perception accounted for 56.7 % of the variance in consumer behavioral intention (R^2 =.567, Adjusted R^2 =.564). This shows that CSR serves as a significant predictor of the behavioral intentions of Safaricom customers towards the brand. The remaining 43.3% of the variance can be contributed by other factors.

The regression coefficient for CSR perception was statistically significant (B= .630, t= 14.91, $p<.001$), affirming that CSR perception is a strong predictor of consumer behavioral intention. A unit increase in CSR perception, consumer behavioral intention increased by 0.630 units. Thus, the regression equation (2) is formulated as:

Behavioral Score = 1.798 + 0.630 (CSR) ………. (2)

These findings provide strong empirical evidence supporting the hypothesis that CSR perception positively and significantly influences consumer behavioral intention.

4.6 ANOVA-Demographic effect

One-Way ANOVA — Effect of Demographic Variables on Consumer Behavioural Intention

Dependent Variable: Consumer Behavioural Intention (BhaveScore)

Demographic Variable	Category	N	Mean	SD	F	df	p	Sig.
Gender	Male	81	1.893	0.752	2.203	-1,170	0.140	**ns**
	Female	91	1.714	0.819				
Age Group	18-28 years	106	1.764	0.856	0.527	-3,168	0.664	**ns**
	29-38 years	53	1.818	0.712				
	39-48 years	8	2.125	0.562				
	49+ years	5	1.800	0.380				
Education Level	Primary	29	1.437	0.557	2.043	-4,167	0.091	**ns**
	Secondary	49	1.918	0.983				
	Diploma	66	1.838	0.733				
	Degree	23	1.913	0.691				
	Postgraduate	5	1.667	0.624				
Length of Customer Relationship	Less than 1 year	13	1.333	0.527	2.666	-2,169	0.072	**ns**
	1-3 years	31	1.914	0.911				
	More than 3 years	128	1.818	0.771				

Note: p < .001 ns = not significant

Customer variable excluded — all respondents are Safaricom customers (no group variation).

Table 12

Demographic Variables on Consumer Behavior

Table 12 shows the one-way ANOVA results of demographic variables of consumer behavior intention. All p-values surpassed the .05 significance threshold, suggesting that they did not have an influence on CSR consumer behavioral intentions**.**

Conclusion and Recommendation

CSR and Consumer Behavioral Intention

The study indicates that the CSR perception significantly influences consumer behavioral intentions among Safaricom customers, with a strong positive correlation 8 (r=.753, p<.001). The CSR perception of CSR accounted for 56.7% of the variance in behavioral intention (R^2 =.567, F (1,170) = 222.227, p=<.001). This affirms that customers who hold the view that Safaricom is socially responsible are more inclined to show loyalty, continue using its services, and recommend it to other people. These results are consistent with stakeholder theory [3]. Therefore, CSR should not be held as a philanthropic duty; it should be used as a strategic tool to promote consumer loyalty and retention within the competitive telecommunications sector in Kenya.

Recommendations

For Safaricom Management

Safaricom should make strategic investments in a great way across all the CSR levels of Carroll's pyramid. The organization should enable its visibility on its CSR programs through traditional and digital media campaigns, which will assure the customers of its commitment to social responsibility.

For policy Makers

The Communications Authority of Kenya should establish a policy that encourages CSR investment among telecommunications firms by offering tax incentives, requiring CSR reporting, and implementing recognition programs for exemplary performance in social responsibility.

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