

## CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER LOYALTY OF CHAMPION BREWERIES PRODUCTS IN UYO, AKWA IBOM STATE, NIGERIA

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### Article Information

Received: 4<sup>th</sup> June, 2024

Accepted: 30<sup>th</sup> July, 2024

Published: 27<sup>th</sup> August, 2024

**KEYWORDS:** *Corporate Social Responsibility, Environmental Responsibility and Consumer Loyalty*

Journal URL: <https://ijois.com/index.php/ijoisjournal>

Publisher: Empirical Studies and  
Communication – (A Research  
Center)

Website: [www.cescd.com.ng](http://www.cescd.com.ng)

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### ABSTRACT

*Employee work attitude and the performance organizations is still a concern area in management research. In this light, we examined the effect of employee work attitude on the performance of the Local Government Councils in Akwa Ibom State. The survey research design was used for the study and 387 copies of structured questionnaire were administered to employees of 31 Local Government Councils in the State using simple random sampling method to select the respondents. Data collected in the study were analysed using simple percentages and multiple regressions. Result indicated that Employee Absenteeism and Employee Lateness has a statistically significant effect on performance of the Local Government Councils (p-value 0.005 in Akwa Ibom State). It was concluded that, there is a significant relationship between Employees Work Attitude and organizational performance in Local Government Councils in Akwa Ibom State. On the strength of this, it was recommended that operators of Local Government Councils in Akwa Ibom State should ensure that effective monitoring control mechanism is put in place to enforce punctuality and curtail absenteeism; as well as changing of leadership style and showing commitment on the part of management to ensure employee exhibit right attitude to work among others.*

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## INTRODUCTION

Corporate Social Responsibility (CSR) has emerged as a critical concept in the business world, reflecting a company's commitment to conducting its operations in a socially responsible manner. According to Suman & Sethi (2012), corporate social responsibility is the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large. Ramirez & Kim (2020) described corporate social responsibility as the responsibility of enterprises for their impacts on society, which necessitates a process to integrate social, environmental, ethical, human rights, and consumer concerns into their business operations and core strategy. Turner & Miller (2017) asserted that corporate social responsibility is a balanced approach for organizations to address economic, social, and environmental issues in a way that aims to benefit people, communities, and society.

Corporate social responsibility encompasses a wide range of activities, including sustainable environmental practices, ethical labour practices, fair trade, community engagement, and philanthropic efforts. Companies adopt CSR strategies not only to comply with regulatory requirements but also to gain a competitive edge, enhance their reputation, and foster long-term sustainability. By engaging in CSR, businesses can build trust with their stakeholders, including customers, employees, suppliers, and the broader community, thereby creating a positive impact on both society and their bottom line (Nelson & White, 2019).

Consumer loyalty refers to a customer's commitment to repurchase or continue using a brand's products or services consistently over time, regardless of external influences and marketing efforts from competitors. According to Attih (2021), customer loyalty is the process by which consumer consistently buys a particular product despite competing brands. It is a key determinant of a company's long-term success and profitability (Gupta, 2017). Loyal consumers are more likely to engage in repeat purchases, recommend the brand to others, and provide valuable feedback. This loyalty is often built on positive experiences, perceived value, and emotional connections with the brand. High levels of consumer loyalty can result in reduced marketing costs, increased market share, and higher overall profitability (Patel, 2019).

The link between CSR and consumer loyalty is increasingly evident in today's market landscape, where consumers are becoming more socially conscious and discerning. Research indicates that consumers are more likely to remain loyal to brands that demonstrate a commitment to ethical practices and social responsibility (Nelson & White, 2019). Corporate social responsibility initiatives can enhance a company's reputation and build emotional connections with consumers, fostering trust and loyalty. When companies actively engage in CSR, they signal to consumers that they care about more than just profits, which can lead to a stronger, more loyal customer base. Furthermore, positive corporate social responsibility practices can differentiate a brand in a competitive market, attracting and retaining consumers who prioritize corporate ethics and social impact in their purchasing decisions. Thus, effectively implemented CSR strategies can be a powerful tool for enhancing consumer loyalty and driving long-term business success (Brown, 2019).

### **Statement of the Problem**

Despite Champion Breweries' efforts in implementing various corporate social responsibility initiatives, there is limited understanding of how these activities are perceived by consumers and their actual influence on consumer loyalty. Many consumers may be unaware of the company's corporate social responsibility efforts, or they might perceive them as insufficient or insincere. This gap in consumer awareness and perception can undermine the potential benefits of corporate social responsibility, leaving the company unable to leverage its social and environmental contributions effectively. Champion Breweries may not fully realize the benefits of their corporate social responsibility investments. Without a clear understanding of the impact of corporate social responsibility on consumer loyalty, the company risks missing opportunities to strengthen customer relationships and enhance brand loyalty. Moreover, the lack of consumer engagement with corporate social responsibility initiatives could lead to a diminished return on investment in these programmes, ultimately affecting the company's competitive edge and long-term success. This study seeks to address these issues by providing a detailed analysis of the effectiveness of Champion Breweries' corporate social responsibility initiatives in fostering consumer loyalty.

Existing research on corporate social responsibility and consumer loyalty has predominantly focused on global brands and developed markets, leaving a research gap in the

context of Nigerian companies like Champion Breweries. While some studies have explored corporate social responsibility in Nigeria, they often lack a specific focus on the brewing industry and fail to adequately address the unique cultural and economic factors that may influence consumer perceptions and loyalty in this sector. It is against this background the research seeks to examine the relationship between corporate social responsibility and customer loyalty of Champion Breweries products in Uyo, Akwa Ibom State.

### **1.3 Objectives of the Study**

The main objective of this study was to examine the relationship between corporate social responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State.

The specific objectives were:

- i. To examine the relationship between environmental responsibility and consumer Loyalty of Champion Breweries products in Uyo, Akwa Ibom State.
- ii. To examine the relationship between product responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State.

### **1.4 Research Questions**

- i. What is the relationship between environmental responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State?
- ii. What is the relationship between product responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State?

### **1.5 Research Hypotheses**

Ho<sub>1</sub>: There is no significant relationship between environmental responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State.

Ho<sub>2</sub>: There is no significant relationship between product responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State.

### **1.6 Significance of the Study**

The findings of this study would be useful to manufacturing industry. It would be specifically beneficial to Champion Breweries in formulating policies on corporate social responsibility. It would help the company to know which of the corporate social responsibility component mostly enhanced consumer loyalty of Champion Breweries products. The outcomes of this study would also add to the existing body of knowledge on corporate social responsibility and consumer loyalty especially in Nigeria. It would serve as a reference material for researchers who want to carry out a study on the similar or related topics.

## **1.7 Scope of the Study**

The study was restricted to Champion Breweries in Uyo, Akwa, Ibom State, Nigeria. It focused on two (2) corporate social responsibility components “environmental responsibility and product responsibility” as independent variables as well as consumer loyalty as dependent variable. The unit of analysis was the consumers of Champion Breweries products.

## **2.1 Literature Review**

### **2.1.1 Corporate Social Responsibility**

Carroll (2021) described corporate social responsibility as the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time. Dahlsrud (2018) identified corporate social responsibility as a phenomenon with dimensions of environmental, social, economic, stakeholder, and voluntariness. Wood (2023) described corporate social responsibility as a business organization's configuration of principles of social responsibility, processes of social responsiveness, and policies, programs, and observable outcomes as they relate to the firm's societal relationships. McWilliams and Siegel (2021) defined corporate social responsibility as actions that appear to further some social good, beyond the interests of the firm and that which is required by law. Kotler and Lee (2005) defined corporate social responsibility as a commitment to improve community well-being through discretionary business practices and contributions of corporate resources. Barnett (2017) described corporate social responsibility as the identification and mitigation of the social impacts of a firm's operations. Carroll and Shabana (2020) opined that corporate social responsibility is

the social responsibility of business encompassing the economic, legal, ethical, and discretionary expectations that society has of organizations.

Corporate Social Responsibility (CSR) is as multifaceted and evolving concept that reflects the ethical and responsible behaviour of businesses beyond their primary economic objectives. At its core, CSR encompasses the voluntary actions and initiatives that companies take to address social, environmental, and ethical concerns, going beyond legal requirements and obligations. The rationale behind CSR lies in the recognition that businesses are integral parts of society, and as such, they have a moral and ethical responsibility to contribute positively to the well-being of the communities they operate in and the wider global environment (Thompson & Davis, 2022).

One key aspect of CSR involves environmental sustainability. Companies are increasingly acknowledging the impact of their operations on the environment and are adopting sustainable practices to mitigate negative consequences. This includes efforts to reduce carbon footprints, minimize waste, and promote the use of renewable resources. Many businesses engage in projects that aim to uplift local communities, enhance education and healthcare facilities, and contribute to poverty alleviation. By actively participating in social initiatives, companies not only fulfill their ethical obligations but also create a positive social image, which can lead to increased consumer trust and loyalty (Patel and Gupta, 2021).

Moreover, CSR involves ethical considerations in business practices. Companies are expected to uphold high ethical standards in their dealings with stakeholders, including customers, employees, suppliers, and the wider community. Ethical business practices encompass fair labour practices, transparent governance structures, and honest communication (Adeyanju, 2022). A commitment to ethical conduct not only contributes to a positive corporate culture but also builds trust among stakeholders, which is vital for long-term business success. The integration of CSR into business strategies is not solely driven by altruism; it is increasingly recognized as a strategic imperative. Businesses that demonstrate a commitment to CSR often experience enhanced brand reputation, improved employee morale and retention, and increased attractiveness to socially conscious consumers (Attih, Francis & Essiet, 2024). Additionally, CSR initiatives can lead to operational efficiencies, cost savings, and a reduced risk of legal and reputational issues (Smith, 2018).

### **2.1.2 Dimensions of Corporate Social Responsibility**

#### **i. Environmental responsibility**

According to Ebitu, Beredugo and Akpan (2022), environmental responsibility refers to the duty that individuals, businesses, and organizations have to operate in a way that protects and preserves the natural environment. This involves reducing pollution, conserving resources, and promoting sustainability. It emphasizes the integration of environmental considerations into strategic decision-making processes. Amaeshi, Adi, Ogbechie and Amao (2023) viewed environmental responsibility as the accountability of businesses and individuals to minimize their ecological footprint. This includes managing waste, reducing greenhouse gas emissions, and ensuring sustainable use of natural resources. It extends to fostering a culture of environmental stewardship. Henderson and Garcia (2022) described environmental responsibility as part of corporate social responsibility (CSR), where organizations must go beyond compliance with regulations and proactively engage in practices that contribute to environmental sustainability. This includes innovation in sustainable practices and transparent reporting of environmental performance.

Environmental responsibility is a critical component of Corporate Social Responsibility (CSR) that reflects a company's commitment to minimizing its impact on the environment and contributing to sustainable practices. It goes beyond compliance with environmental regulations and laws, encompassing proactive efforts to address environmental challenges and promote a harmonious relationship between business operations and the natural world (Akinlo & Iredele, 2024). One key aspect of environmental responsibility involves adopting sustainable and eco-friendly business practices. This includes efforts to reduce energy consumption, minimize waste generation, and optimize resource utilization. Companies often invest in energy-efficient technologies, implement recycling programs, and adopt circular economy principles to ensure that their operations are environmentally sustainable. By actively seeking ways to reduce their ecological footprint, businesses demonstrate a commitment to responsible environmental stewardship (Garcia and Nguyen, 2017).

#### **ii. Product Responsibility**

Nwachukwu, Vitell, Gilbert and Barnes (2023) viewed product responsibility as one of the key dimensions of corporate social responsibility (CSR). According to Attih (2013&2014),

product is anything offered to the market that is capable to satisfy consumer needs and wants. Thus, anything or everything can be a product if it is capable of giving satisfaction (Essien, Essien & Attih, 2023). A product can be physical goods, services, ideas, persons, places or organizations. It entails the duty of businesses to ensure that their products do not harm consumers or the environment. This involves thorough product testing, transparency in marketing, and responsiveness to consumer feedback and concerns.

Ogbechie & Koufopoulos (2020) described product responsibility as part of a company's competitive strategy. It involves designing and delivering products that not only meet regulatory requirements but also exceed consumer expectations in terms of quality, safety, and environmental impact. Okafor (2018) viewed product responsibility as an ethical obligation grounded in business ethics. It includes ensuring that products are safe, friendly, effective, and appropriately labeled. This responsibility extends to the entire product lifecycle, from design and production to disposal. Okafor emphasizes the moral duty of businesses to protect consumer rights and wellbeing.

Product responsibility is a fundamental component of Corporate Social Responsibility (CSR) that centers around a company's commitment to delivering safe, high-quality products while minimizing the environmental and social impacts associated with the entire product life cycle (Igbodipe & Njoku, 2024). One key aspect of product responsibility involves ensuring the safety and quality of products (Nwachukwu, Vitell, Gilbert & Barnes, 2023). Businesses are expected to adhere to rigorous standards and regulations to guarantee that their products meet or exceed safety requirements. This encompasses thorough testing, quality control measures, and compliance with industry-specific standards. Companies must also prioritize consumer education, providing clear and accurate information about product usage, potential risks, and proper disposal methods (Garcia & Nguyen, 2017).

### **2.1.3 Consumer Loyalty**

Wood (2023) defined consumer loyalty as the willingness of customers to make an investment or personal sacrifice in order to strengthen a relationship with a company. This definition highlights that loyal consumers not only repeatedly purchase a company's products but also advocate for the brand, leading to higher profitability and long-term success. Carroll and Shabana (2020) described consumer loyalty as the result of consistently positive emotional



experiences, physical attribute-based satisfaction, and perceived value of an experience, which includes the product or services. Thomas's definition underscores the multidimensional nature of loyalty, combining emotional, cognitive, and behavioral components. According to Attih (2019), Customer loyalty is the process which consumer consistently buys a particular brand of a product. Uadiale and Fagbemi (2022) viewed consumer loyalty as a deeply held attitudinal and behavioral predisposition toward a brand that results in repeated purchase behaviours. He differentiates between "true loyalty," where customers are both behaviorally and attitudinally loyal, and "spurious loyalty," where customers repurchase due to situational constraints or lack of alternatives. Okwu and Osu (2023) viewed consumer loyalty in the context of service industries, highlighting that loyalty is cultivated through high-quality service interactions that build trust and satisfaction over time. Consumer loyalty is a critical aspect of business success, reflecting the degree of commitment and repeat patronage that customers exhibit towards a particular brand, product, or service.

#### **2.1.4 Corporate Social Responsibility and Consumer Patronage**

The relationship between Corporate Social Responsibility (CSR) and consumer loyalty is a dynamic and increasingly vital aspect of contemporary business dynamics. CSR, encompassing a company's ethical, social, and environmental initiatives, has evolved from a philanthropic endeavour to a strategic imperative with implications for consumer behaviour and brand allegiance (Walker and Hall, 2021). One of the primary ways in which CSR influences consumer loyalty is through the establishment of a positive brand image. When a company is visibly engaged in socially responsible practices, consumers often perceive the brand as ethical, responsible, and conscious of its impact on society and the environment. This positive perception can enhance brand trust and loyalty, as consumers are more inclined to support companies that align with their values and contribute to societal well-being (Carroll, (2021). Consumers are becoming increasingly discerning, seeking out brands that not only deliver quality products or services but also demonstrate a commitment to social and environmental concerns. CSR initiatives, such as sustainable sourcing, eco-friendly manufacturing, and community engagement, resonate with socially conscious consumers. When consumers perceive a company as socially responsible, they are more likely to develop a sense of loyalty, feeling that their

purchasing decisions contribute to positive societal and environmental outcomes (Greenfield & Anderson, 2021).

Moreover, CSR initiatives contribute to enhanced consumer engagement. Companies that actively communicate their CSR efforts through various channels, such as marketing campaigns, social media, and corporate communications, create opportunities for meaningful interactions with consumers. Engagement fosters a sense of connection, and when consumers feel a connection with a brand beyond the transaction level, they are more likely to exhibit loyalty and advocate for the brand within their social circles (Dahlsrud, 2018). The transparency and authenticity of CSR efforts play a crucial role in shaping the relationship between CSR and consumer loyalty. Consumers today are adept at discerning genuine commitment from mere marketing tactics. Companies that authentically embed CSR into their business practices, rather than engaging in mere "green washing" or superficial philanthropy, are more likely to gain the trust and loyalty of consumers who value sincerity and authenticity in corporate behavior (Park & Chen, 2020).

## **2.2 Theoretical Framework**

The study anchored on consumer socialization theory (CST) propounded by Mc Neal and Ruth (1975) and Stakeholder Theory, propounded by Freeman (1984).

### **2.2.1 Consumer Socialization Theory (CST) (Mc Neal and Julie A. Ruth. 1975)**

Consumer Socialization Theory (CST) was developed by two sociologists, Margaret J. Mc Neal and Julie A. Ruth in 1975. Consumer Socialization Theory (CST) is a comprehensive framework that explores how individuals develop into consumers through the influence of socialization agents such as family, peers, and media. Emphasizing the social nature of consumer behaviour, CST posits that individuals acquire knowledge, attitudes, and values related to consumption through observation, imitation, and interaction with significant figures in their lives. The theory delineates stages of consumer development, starting with the pre-acquisition stage where basic consumption-related knowledge is formed, followed by the acquisition stage involving the learning of specific skills, and concluding with the post-acquisition stage where individuals refine and expand their consumer knowledge (Brown, 2019).

CST underscores the importance of cultural and social norms in shaping consumer behaviour, with individuals internalizing these norms to guide their decisions regarding purchases, product usage, and social interactions based on consumption choices. The theory also recognizes the role of gender in consumer socialization, exploring how societal expectations and gender roles influence the development of consumer behaviors and preferences. Media, including television and advertisements, is acknowledged as a significant influence on consumer socialization, contributing to the formation of attitudes and preferences related to consumption (Gonzalez, 2018).

Applications of CST extend to marketing and advertising, where businesses can tailor strategies to specific demographic groups based on their consumer socialization experiences. Consumer education programmes benefit from insights provided by CST, helping individuals develop critical thinking skills and a better understanding of the influences shaping their consumption choices. Moreover, the theory informs discussions around ethical consumerism, aiding companies in aligning their practices with the ethical values developed by individuals through the consumer socialization process.

### **2.2.2 Stakeholder Theory (Freeman, 1984)**

Stakeholder theory, proposed by Freeman (1984), posits that businesses must consider the interests of all stakeholders' customers, employees, suppliers, communities, and shareholders rather than focusing solely on profit maximization. Freeman (1984) argues that a firm's success is contingent upon its ability to manage relationships with these diverse groups. In the context of CSR, this theory suggests that companies like Champion Breweries should engage in socially responsible activities to meet the expectations and needs of their stakeholders. By doing so, they can build stronger relationships with their stakeholders, enhance their reputation, and foster consumer loyalty. Jones (1995) elaborates that ethical behaviour and trust are central to stakeholder relationships, implying that CSR initiatives can enhance trust and loyalty among consumers by demonstrating the company's commitment to societal well-being.

Relevant to this study, stakeholder theory provides a foundational rationale for why Champion Breweries invests in CSR. It posits that CSR activities are not merely altruistic but are strategic actions aimed at satisfying stakeholder expectations, thereby fostering consumer

loyalty. By aligning its operations with stakeholder interests, Champion Breweries can improve its public image, build consumer trust, and achieve a competitive advantage through enhanced loyalty (Freeman, 1984; Jones, 1995).

### **2.3 Review of Empirical Studies**

Afolabiand & Akinbode (2020) examined the relationship between corporate social responsibility and consumer royalty of Coca cola in Lagos. The research design used was the case study whereby a single unit was selected. The total sample of 93 of the respondents was selected. The method of data analysis was score mean. The primary and secondary data were collected through the use of different data collection methods such as, questionnaire, interview, documentary review, and observation. The major findings of this study revealed that, there is a significant relationship between corporate social responsibility and consumer royalty of Coca cola in Lagos.

Adeola (2018) conducted a study to ascertain the impact of corporate social responsibility on consumer retention of Dura Park Limited, Ikeja, Lagos. Out of 100 questionnaires distributed only 65 returned. The method of data analysis was chi square. The primary and secondary data were collected through, questionnaire, interview, documentary review, and observation. The major findings of this study revealed that there is a significant impact of corporate social responsibility on consumer retention of Dura Park Limited, Ikeja Lagos.

Adeoye & Elegunde (2019) investigated the relationship between corporate social responsibility and consumer loyalty of Champion beer in Uyo, Akwa Ibom State, Nigeria. The quasi-experimental research design was adopted in the study, since it was a cross sectional survey. The population of the study was 192, The data were analyzed using Spearman's Rank Order Correlation Coefficient Statistic. Statistical Package for Social Sciences (SPSS) was used to enhance data analysis. The findings revealed a significant relationship between corporate social responsibility and consumer loyalty. Hence, the study therefore concludes that there is a significant relationship between corporate social responsibility and consumer loyalty of Champion beer in Uyo Akwa Ibom State.

Ajayi & Owolabi, (2021) examined the relationship between corporate social responsibility and consumer patronage with a particular focus on Cadbury product in Lagos. The

study used a survey research design. A sample size of 30 respondents was selected using stratified random sampling technique. Data analysis were analyzed using regression and correlation model. Hypotheses were tested using z-scores. Further correlation coefficient revealed that there exists a positive correlation of 0.674 between corporate social responsibility and consumer patronage. The researchers conclude that there is a significant relationship between corporate social responsibility and consumer patronage of Cadbury product in Lagos.

Ibe & Agbo (2022) examined the effect of corporate social responsibility on customer buying behaviour of deeper water in Oshodi, Lagos. The total sample of 93 respondents was selected. The method of data analysis was score mean. The primary and secondary data were collected through the use of different data collection methods such as questionnaire, interview, documentary review, and observation. The major findings of this study revealed that, there is a significant effect of corporate social responsibility on customer buying behaviour of deeper water in Oshodi, Lagos.

### **3.1 METHODOLOGY**

#### **3.1.1 Research Design**

The descriptive survey research design was adopted for this study. This is because the design permits the examination of independent variables with respect to their relationship with the dependent variables and also the choice of this design is in line with the nature of the research problem and the objectives of the study.

#### **3.1.2 Population of the Study**

The population of the study comprised all customers of Champion Breweries products in Uyo, Akwa Ibom State. The population of the study was unknown.

#### **3.1.3 Sample Size**

Since the population of the study unknown, simple size was determine using the Topman formula for unknown population as follows:

$$S = \frac{Z^2 \times P \times (1-P)}{M^2}$$

Where:

S = Sample size for infinite population

Z = Z score (1.960)

P = Population proportion (assumed as 0.5)

M = Margin of error (0.5)

Therefore;

$$S = \frac{(1.960)^2 \times 0.5 \times (1-0.5)}{0.05^2}$$

$$S = \frac{3.8416 \times 0.25}{0.0025}$$

$$N = 384$$

Therefore, 384 was the sample size,

### **3.1.4 Sampling Technique**

The simple random sampling technique was adopted for the study. The choice of the technique was to allow for equal opportunity for the respondents to be selected. Also, simple random sampling technique avoids bias in the selection of respondents.

### **3.1.5 Sources of Data**

Data for this study were obtained from primary sources. The primary source of information relevant to this study were obtained through the questionnaires administered to the respondents.

### **3.1.6 Methods of Data Analysis**

Data obtained from the respondents were analysed using descriptive and inferential statistics. Descriptive statistics involve the use of tables, frequency and percentages. Inferential statistics involve the use of Pearson Product Moment Correlation (PPMC) to test the hypotheses. To enhance data analysis, statistical package for the social sciences (SPSS) version 21 was used.

## **4.1 Discussion of Results**

This section focuses on the presentation of data, analysis, and discussion of findings.

#### 4.1.1 Presentation and Analysis of Data

This section is basically designed to present, analyze and interpret the primary data obtained through the questionnaire administered to the respondents. These are shown in the table below:

**Table: 4.1: Number of Questionnaire Administered and Returned**

	Frequency	Percentage (%)
Total number administered	384	100
Total number returned	313	81.5
Non response rate	71	18.5

**Source:** Field Survey (2024).

Table 4.2 indicated that out of 383 copies of questionnaire that were administered to respondents, 313 questionnaire representing 81.5% were returned while 71 questionnaire representing 15.8% were not returned.

**Table 4.2: Percentage analysis of the Responses on Environmental Responsibility**

Environmental Responsibility Dimension					
	SA	A	D	SD	Total
Champion Breweries' commitment to environmental sustainability influences my decision to purchase their products.	121 (38.6%)	130 (41.5%)	40 (12.8%)	22 (7.0%)	313 (100%)
I feel a stronger loyalty to Champion Breweries because they actively engage in	80 (25.6%)	141 (45%)	22 (7.0%)	70 (22.4%)	313 (100%)

environmental conservation efforts.					
I am more likely to recommend Champion Breweries' products to others because of their environmental initiatives.	150 (47.9%)	98 (31.3%)	40 (12.8%)	25 (8.0%)	313 (100%)
<b>Total</b>	<b>351</b>	<b>369</b>	<b>102</b>	<b>117</b>	<b>939</b>
<b>Proportion of N</b>	<b>117</b>	<b>123</b>	<b>34</b>	<b>39</b>	<b>313</b>
<b>Percentage of Proportion</b>	<b>(37.4%)</b>	<b>(39.3%)</b>	<b>(10.8%)</b>	<b>(12.5%)</b>	<b>(100%)</b>

**Source:** Field survey (2024).

Table 4.2 shows the frequency of responses and their percentages on the environmental responsibility dimension of a proportion of 313 respondents, 121 respondents representing 38.6% strongly agreed that Champion Breweries' commitment to environmental sustainability influences their decision to purchase their products; 130 respondents representing 41.5% agreed; 40 respondents representing 12.8% disagreed; while 22 respondents representing 7.0% strongly disagreed. Also, 80 respondents representing 25.6% strongly agreed that they feel a stronger loyalty to Champion Breweries because they actively engage in environmental conservation efforts; 141 respondents representing 45% agreed; 22 respondents representing 7.0% disagreed; while 70 respondents representing 22.4% strongly disagreed. Equally, 150 respondents representing 47.9% of the respondents strongly agreed that they are more likely to recommend Champion Breweries' products to others because of their environmental initiatives; 98 respondents representing 31.3% agreed; 40 respondents representing 12.8% disagreed; while 25 respondents representing 8.0% strongly disagreed. Meanwhile, 117 respondents representing 37.4% strongly agreed to statements, 123 respondents representing 39.3% agreed, 34 respondents representing 10.8% disagreed while 39 respondents representing 12.5% strongly disagreed.

**Table 4.3: Percentage analysis of the Responses on Product Responsibility**



<b>Product Responsibility Dimension</b>					
	SA	A	D	SD	Total
Champion Breweries' commitment to producing high-quality and safe products influences my decision to remain loyal to their brand.	124 (39.6%)	117 (37.4%)	38 (12.1%)	34 (10.9%)	313 (100%)
Champion Breweries' efforts to ensure product responsibility make me prefer their products over those of competitors.	150 (47.9%)	111 (35.5%)	42 (13.4%)	10 (3.2%)	313 (100%)
I am willing to continue purchasing Champion Breweries' products because they prioritize product responsibility.	122 (39.0%)	113 (36.1%)	42 (13.4%)	36 (11.5%)	313 (100%)
<b>Total</b>	<b>396</b>	<b>341</b>	<b>122</b>	<b>80</b>	<b>939</b>
<b>Proportion of N</b>	<b>132</b>	<b>114</b>	<b>41</b>	<b>26</b>	<b>313</b>
<b>Percentage of Proportion</b>	<b>(42.2%)</b>	<b>(36.3%)</b>	<b>(13%)</b>	<b>(8.5%)</b>	<b>(100%)</b>

**Source:** Field survey (2024).

Table 4.3 shows the frequency of responses and their percentages on product responsibility dimension of a proportion of 313 respondents, 124 respondents representing 39.6% strongly agreed that Champion Breweries' commitment to producing high-quality and safe products influences their decision to remain loyal to their brand; 117 respondents representing 37.4% agreed; 38 respondents representing 12.1% disagreed; while 34 respondents representing 10.9% strongly disagreed. Also, 150 respondents representing 47.9% strongly agreed that Champion Breweries' efforts to ensure product responsibility make them prefer their products over those of competitors; 111 respondents representing 35.5% agreed; 42 respondents representing 13.4%

disagreed; while 10 respondents representing 3.2% strongly disagreed. Equally, 122 respondents representing 39.0% strongly agreed that they are willing to continue purchasing Champion Breweries' products because they prioritize product responsibility; 113 respondents representing 36.1% agreed; 42 respondents representing 13.4% disagreed; while 36 respondents representing 11.5% strongly disagreed. Meanwhile, 132 respondents representing 42.2% strongly agreed to statements, 114 respondents representing 36.3% agreed, 41 respondents representing (13%) disagreed while 26 respondents representing (8.5%) strongly disagreed.

#### 4.1.2 Testing of Hypotheses

##### Hypothesis One

Ho: There is no significant relationship between environmental responsibility and consumer loyalty of Champion Breweries in Uyo, Akwa Ibom State

**Independent Variable:** Environmental Responsibility

**Dependent Variable:** Consumer Loyalty

**Table 4.4 Correlation between Competitors and Consumer Loyalty**

		Envir_Resp.	Cons_Loyal.
Envir_Resp.	Pearson Correlation	1	.877**
	Sig. (2-tailed)		.000
	N	313	313
Cons_Loyal.	Pearson Correlation	.877**	1
	Sig. (2-tailed)	.000	

	N	313	313
**. Correlation is significant at the 0.00 level (2-tailed).			

**Source: SPSS Analysis**

From Table 4.3, the correlation(r) value of 0.877 indicates that there is a positive relationship between environmental responsibility and consumer loyalty. Also, since the p-value (0.000) is less than the level of significance of 0.00 (2 tailed). Therefore, the null hypothesis rejected. This means that there is a significant relationship between environmental responsibility and consumer loyalty of Champion Breweries in Uyo, Akwa Ibom State.

**Hypothesis Two**

Ho: There is no significant relationship between product responsibility and consumer loyalty of Champion Breweries, Uyo, Akwa Ibom State.

**Independent Variable:** Product Responsibility

**Dependent Variable:** Consumer Loyalty

**Table 4.4: Correlation between Product Responsibility and Consumer Loyalty**

		Prod_Resp.	Cons_Loyal.
Prod_Resp.	Pearson Correlation	1	.652**
	Sig. (2-tailed)		.000
	N	313	313
Cons_Loyal.	Pearson Correlation	.652**	1
	Sig. (2-tailed)	.000	
	N	313	313

		Prod_Resp.	Cons_Loyal.
Prod_Resp.	Pearson Correlation	1	.652**
	Sig. (2-tailed)		.000
	N	313	313
Cons_Loyal.	Pearson Correlation	.652**	1
	Sig. (2-tailed)	.000	
	N	313	313
**. Correlation is significant at the 0.00 level (2-tailed).			

**Source: SPSS Analysis**

From Table 4.4, the correlation( $r$ ) value of 0.652 indicates that there is a positive relationship between responsibility and consumer loyalty. Also, since the p-value (0.000) is less than the level of significance of 0.00 (2 tailed). Therefore, the null hypothesis rejected. This means that there is a significant relationship between product responsibility and consumer loyalty of Champion Breweries, Uyo, Akwa Ibom State.

#### **4.1.3 Discussion of Findings**

From the findings and analyses above, the results are hereby discussed based on the objectives of the study:

The first objective was to examine the relationship between environmental responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State. The result of the study shows that there is a positive and strong significant relationship between the variables under study with correction ( $r$ ) =.877. This implies that Champion Breweries' commitment to environmental sustainability influences their decision to purchase its products. The findings agree with Garcia and Nguyen (2017) that Companies often invest in energy-efficient technologies,

implement recycling programs, and adopt circular economy principles to ensure that their operations are environmentally sustainable. By actively seeking ways to reduce their ecological footprint, businesses demonstrate a commitment to responsible environmental stewardship.

The second objective was to examine the relationship between product responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State. The result of the study shows that there is a positive and strong significant relationship between the variables under study with correction ( $r = .652$ ). This implies that; customer preference in the venture is so dynamic, its influences new ventures in a diverse way; also, customer in the venture world is very knowledgeable due to global market concept. The finding supports Garcia and Nguyen (2017) that businesses are expected to adhere to rigorous standards and regulations to guarantee that their products meet or exceed safety requirements. This encompasses thorough testing, quality control measures, and compliance with industry-specific standards. Companies must also prioritize consumer education, providing clear and accurate information about product usage, potential risks, and proper disposal methods.

## **5.1 Conclusion**

The study concluded that:

- i. There is a significant relationship between environmental responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State.
- ii. There is a significant relationship between product responsibility and consumer loyalty of Champion Breweries products in Uyo, Akwa Ibom State.

Based on the above, corporate social responsibility plays a crucial role in influencing consumers loyalty of products.

## **5.2 Recommendations**

Based on the findings of the study, the following recommendations were made:

1. Champion Breweries management should obtain and prominently display recognized environmental certifications and eco-labels on its products. Certifications such as Fair Trade, USDA Organic, or Forest Stewardship Council (FSC) convey a commitment to sustainable practices and can build trust with environmentally conscious consumers.
2. Champion Breweries should focus on increasing transparency regarding their product responsibility practices. This includes clearly communicating the steps taken to ensure product safety, quality, and ethical sourcing. By actively sharing this information through labeling, marketing campaigns, and customer engagement initiatives, the brewery can build stronger trust with consumers. Enhanced transparency is likely to reinforce consumer confidence and loyalty, as customers become more aware of the brand's commitment to maintaining high standards.

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