

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON CONSUMERS' ATTITUDE TOWARDS CORPORATE IMAGE AND PURCHASE INTENTION IN THE NIGERIAN GSM TELECOMMUNICATION INDUSTRY

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ABSTRACT

This study investigated the extent to which the CSR activities of organizations in the Nigerian telecommunications industry affect consumers' attitude towards their corporate image and contribute to the purchasing intention of the prospective consumers. The aim of this study is to assist marketers in the Nigerian GSM telecommunications industry develop strategies that will help them take full advantage of CSR towards improving their corporate image, consumers' purchase intention and patronage. The exploratory research design was employed to study a sample of 600 consumers of the four major operators in the Nigerian GSM telecommunications industry. It was discovered that consumers' feelings about their company's CSR attributes was related to how they felt about their company's image and purchase intention. Thereby supporting existing literature that there is a positive relationship between CSR and attitude towards corporate image and purchase intentions.

Keywords: *CSR, Consumers' Attitude, Corporate Image, Purchase Intention, Nigerian GSM Telecommunication Industry*