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**CORPORATE SOCIAL RESPONSIBILITY AND ITS EFFECTS
ON BRAND TRUST IN THE FAST-MOVING CONSUMER
GOODS INDUSTRY IN NIGERIA**

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I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

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ABSTRACT

This study investigated corporate social responsibility (CSR) and its effects on brand trust in the fast-moving consumer goods industry in Nigeria. The purpose of this study was to identify key variables of corporate social responsibility that consumers respond to in the FMCG industry in Nigeria and to determine the effect of corporate social responsibility on consumer choice in the FMCG industry in Nigeria. This study adopted a quantitative research approach using survey research design. The sample size of four hundred (400) respondents made up general consumers in Lagos state were selected using simple random sampling technique. The questionnaire was distributed through a combination of online survey and physical location surveys in FMCG markets such as Yaba, Oyingbo and Oshodi in Lagos state selected using simple random sampling technique. The data analysis was carried out using frequency distribution, simple percentages, means and standard deviations as descriptive statistics while Regression analysis was used to test the hypotheses. The data analysis was done with the aid of the software: Statistical Package for Social Sciences (SPSS). The results from the data analysis indicated that CSR builds brand trust and brand image among consumers of FMCG products and companies in Lagos state. The study concluded that consumers respond positively to CSR variables from the social, economic, philanthropic and environmental areas of business. This study concluded that CSR has significant positive effect on brand trust and that consumers choose companies with CSR reputation over others. Based on findings and conclusion of this study recommended among other things, that organizations and management should formulate and implement CSR strategies that target the Nigerian consumers, through the understanding of the identified CSR variables from this study which are social acceptability, eco-friendliness, philanthropic, consumer and natural environment protection.

Keywords: Brand Trust, Corporate Social Responsibility, Consumers, FMCG

INTRODUCTION

The fast-moving consumer goods (FMCG) industry has been considered as a very active and vibrant industry with varying organizations, brands reaching out to a wide range of consumers globally (Malhotra, 2014). Fast-Moving Consumer Goods (FMCG) are products that are rapidly sold in the market with relatively low prices and in large quantities examples include soft drinks, durable edible commodities, toiletries, and grocery products (Malhotra, 2014; Chatterjee, Adhikary, Sen & Kar, 2018). Global leaders in the FMCG industry include but not limited to Nestle, Procter and Gamble, Johnson and Johnson, Kellogg's, Heinz, The Coca-Cola Company, PepsiCo etc. From the Nigerian perspective, one of the critical challenges has been for consumers to find ways in trusting brands in terms of quality. As such there is need for contemporary organizations to find ways to build brand trust to endear consumer behaviour.

Brand trust is defined as the ability of consumers to have confidence in products and services, or brands of an organisation as a result of interaction in terms of purchase and utility (Upamannyu, Gulati & Mathur, 2014). In other words, brand trust is based on consumer perception about the reliability and quality of a brand to meet or exceed expectation. Kotler and Armstrong (2016) stated that brand trust is a delicate construct in marketing activities that is related to consumers belief that the brand accomplishes the value promised. Building brand trust has been considered to be challenging for both managers and marketers in the contemporary business environment but can yield long term rewards for products, services and the organisation. Thus, it is essential to consistently research ways of building brand trust especially in the Nigerian business environment where there exists lack of consumer trust of brands. This study seeks to investigate corporate social responsibility and its effects on brand trust in the fast-moving consumer goods industry in Nigeria.

According to Ugwunwanyi and Chukwuka (2016) corporate social responsibility is regarded as one of the key strategies' organizations use to enhance reputation and trust of their products or services. Carroll (2000) as cited in Ugwunwanyi and Chukwuka (2016) stated that corporate social responsibility is defined along four key responsibilities to be fulfilled by an organization which

include economic, legal, ethical and philanthropic responsibilities. The current trend in the fast-moving consumer goods industry in Nigeria has triggered a lot of brand wars and intense competition among players. The utilization of corporate social responsibility as a strategy has become critical among contemporary organizations to boost consumer perception about brands, hence it is imperative to know how corporate social responsibility (CSR) affects brand trust and helps in achieving organizational performance of increased customer patronage, sales revenue generation and profitability.

A critical aspect in this research process is the establishment of the research problem. Contemporary marketing requires a wide range of strategic activities to ensure marketing objectives are achieved. Building a strong brand that consumers can trust is a vital objective for successful marketing and organisational performance. Without trust in a brand, it is difficult for consumers to convince themselves that the brand is worthy of purchase, especially in today's markets in which effectively build brand trust in the mind of consumers. This study seeks to solve the problem of understanding consumer perception about corporate social responsibility as it relates to brand trust.

Though there have been several studies done in the area corporate social responsibility (CSR) in the recent years (Mandina, Maravire & Masere, 2014; Maldonado-Guzman, Pinzón-Castro & Leana-Morale, 2017; Bachnik & Nowacki, 2018; Umar & Abubakar, 2020; Lu, Ren, Zhang, Wang, Shahid & Streimikis, 2020), however there seems to be limited studies as regarding the study area considering brand trust as the dependent variable and corporate social responsibility as the independent variable. As such the study seeks to investigate corporate social responsibility (CSR) and its effects on brand trust in the fast-moving consumer goods industry in Nigeria.

In other to effectively address the above statement of problem the following aim and objectives of the study were stated. The aim of this research is to investigate the link between CSR and brand trust, as well as the variables that best represent CSR and if it has any effect on consumer choices. The specific objectives of this study include:

- i. To identify key variables of corporate social responsibility that consumers respond to in the FMCG industry in Nigeria.
- ii. To determine the effect of corporate social responsibility on consumer choice in the FMCG industry in Nigeria.

Furthermore, the following research questions were sought to be answered in line with the research objectives:

- i. What are the key variables of corporate social responsibility that consumers respond to in the FMCG industry in Nigeria?
- ii. Does corporate social responsibility affect consumer choice in the FMCG industry in Nigeria?

Based on the research questions, this thesis seeks to test the two major hypotheses as expressed in alternative hypotheses below:

Hypothesis One

H1: There are significant key corporate social responsibility variables that consumers respond to in the FMCG industry in Nigeria.

Hypothesis Two

H2: Corporate social responsibility has significant effect on brand trust in the FMCG industry in Nigeria.

With respect to the significance of the study, this thesis yields a number of desirable benefits that are of significance to academia, researchers, business and marketing professionals. In other words, the study is relevant in terms of the establishment of the link between corporate social responsibility and brand trust, such that academia, researchers, business and marketing professionals can have a clear understanding of the theoretical implications of corporate social responsibility from a stakeholder theory perspective.

The findings from the study generate more insight for students and researchers on the concept of corporate social responsibility from marketing specialization perspective. Furthermore, the study findings are of significance to organizations, executives and management in the FMCG industry in Nigeria based on providing insight and direction on how to best boost brand trust through corporate social responsibility. This is done by formulation and implementation of corporate social responsibility practices that are focused on resolving societal and environmental issues. The study would further equip organizations with better insights as to the effect of corporate social responsibility for maximizing consumer patronage, sales and profitability. Finally, the findings of the study can be useful to policy makers and general public with respect to providing insight on how corporate social responsibility can be used in developing the society.

The scope of the thesis is on the effect of corporate social responsibility on brand trust in the fast-moving consumer goods industry in Nigeria. The study covers general consumers of fast-moving consumer goods industry in Nigeria; however, the study was delimited to gathering data from administering the questionnaire via online survey due to social distancing challenges arising from COVID 19 pandemic. The link of the online survey was shared on online platforms such as WhatsApp groups of some FMCG markets in Lagos state such as Yaba Market, Oyingbo Market, Oshodi Market. It must be noted that some questionnaires were distributed physically in the market locations in Lagos state to give a more tangible feel to this study. The research method to be used in this study was based on quantitative research approach and data would be collected through a structured questionnaire.

Finally, this thesis is structured in five major chapters expressing the flow of the research work. The first chapter gives insight into the introductory aspect of this thesis as stated above. The next and second chapter is literature review made up of theoretical and empirical framework from previous studies. The third chapter is based on the methodology of this thesis and expresses the research design, population, sample size, method of data collection and analysis. The fourth chapter is the presentation of data analysis and interpretation, while the fifth and final chapter describes the summary and conclusion of this thesis

1. LITERATURE REVIEW

This chapter discusses the review of literature in three major sub-sections. The first section contains the theoretical framework. In the second section the conceptual framework of the study was elaborated, and the third section was based on empirical review of related literature. The key theories underpinning this research work include the corporate social responsibility theory and the stakeholder theory.

1.1. Corporate Social Responsibility (CSR) Theory

The first theory used in this thesis is the corporate social responsibility (CSR) which was developed by Howard Bowen (1953) based on the perspective that involves the behaviour of organisations to meet the expectations of the society they operate in (Carrol, 1979 as referenced in Gado, 2015).

Jamali and Mirshak (2007) has argued as far back as early 2000 that corporate social responsibility, as a concept and a theory had attracted worldwide attention and acquired a new resonance in the in contemporary business organizations all around the world global economy. The CSR theory has been enhanced through the increasing business complexity and new demands for enhanced transparency and corporate citizenship.

From the perspective of Brin and Nehme (2019) the corporate social responsibility theory is built on Carroll's Pyramid of CSR, whereby CSR is composed of four obligations that an organization should fulfil whilst carrying out business activities. The CSR theory asserts critical areas of business's responsibilities toward society. These areas are namely: economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility (Brin & Nehme, 2019). The economic responsibility represents a business corporation, investments, marketing strategies, business operations, and long-term financial strategies with variant stakeholders. Furthermore, Wheelen and Hunger (2012) as well as Brin and Nehme (2019) asserted that the second activity

of the CSR theory is legal responsibility with the emphasis of respecting the law. In addition, third CSR theory element is the ethical responsibility, based on the assertion that business organizations must behave as a good citizen in the society it operates in. Finally, the philanthropic responsibility which is the process of involving in voluntary activities for the improvement of the society.

The CSR theory asserts the strategic activities carried out by an organisation aimed at improving the environment in which business organisations operate so as to enable better functional relationship between organisation and the environment. In essence, corporate social responsibility as a theoretical framework is based on the four key tenets as mentioned above (Carrol 1979).

This theory is relevant in this thesis as it explains the various ways in which business organisations can take responsibility within their business environment. Gado, (2015) citing Campbell (2007) revealed that based on the principles of CSR theory business organisations are likely to embark on CSR practices in a bid to endear the general public towards organisational products or services.

1.2. Stakeholder Theory

The second theory underpinning this thesis is the stakeholder theory developed by Freeman (1970). Stakeholder theory assumes that business organization are required to meet the needs of organisational stakeholders in order to effectively attain predetermined goals and objectives (Lee & Lee, 2019). Stakeholder theory is a critical theoretical foundation for contemporary business organization to manage internal and external stakeholder. According to Wheelen and Hunger (2012) the strength of stakeholder theory is based on the fact that it helps managers to identify and monitor the influence and interests of stakeholders in business activities and operations. Lee and Lee (2019) opined that stakeholder theory is used in corporate social responsibilities in a manner of keeping organizational stakeholders informed, managing their needs closely, establishing regular contacts and keeping the organizational stakeholders satisfied.

Wheelen and Hunger (2012) pointed out that stakeholder theory proposes that the goals and objectives of a business organization can be only achieved by protecting and balancing the interests of different groups of stakeholders. From a descriptive point of view stakeholder theory has been used to describe the nature of business organizations, its executives and management, and how the

business organization thinks towards stakeholders. While from an instrumental perspective, the stakeholder theory is used to recognize the link between stakeholder management and the CSR approach.

The stakeholder theory seeks to address morals and values that guide business organisations in relating with organisational stakeholders. The theory posits that there are internal stakeholders of an organization such as shareholders, board of directors, managers, employees while external stakeholders of an organization include government, customers, suppliers, general public and society at large. Corporate social responsibility is built on effective implementation of stakeholder theory; thus, this theory is important in this current study as it connotes the essential theoretical foundation for effective CSR. In essence this theory is relevant to this current research as it explains the perspectives that are critical for corporate social responsibilities to handle for better management of stakeholders.

1.3. Conceptual Framework

1.3.1. Concept of Corporate Social Responsibility

Wheelen and Hunger (2012) defined corporate social responsibility as a series of strategic decisions focused on the responsibilities of a business organisation to the society which extends beyond profit making. Brin and Nehme (2019) further defined corporate social responsibility as a self-regulating business model used by organisations to effectively be socially accountable to themselves, stakeholders, and the general public. Corporate social responsibility is a broad concept that has been known to take several forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting products, services and brands. To engage in CSR means that, in the ordinary course of business operations and activities, an organisation operates in a manner that promotes and enhances the society and the environment, instead of contributing negatively to them (Gado, 2019; Raza, Saeed, Iqbal, Saeed, Sadiq & Faraz, 2020).

Over the past decades, the concept of CSR as has attracted the attention of many scholars, authors and researchers in the business management sphere (Kazmi, 2008; Abdulrahman, 2013; Wheelen

& Hunger, 2012; Iqbal, Ahmad, Hamad, Bashir & Sattar, 2014; Gado, 2015; Brin & Nehme, 2019). Corporate Social Responsibility is a management concept whereby business organisations integrate social and environmental concerns in business operations and interactions with their stakeholders. CSR is considered as a factor that determines organisational stakeholder's perception about a business, products, services or brands (Mattera & Baena, 2012; Brin & Nehme, 2019). In addition, CSR is generally understood as being the representation of contemporary organisations in achieving balance of economic, environmental and social imperatives, while meeting the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that. Brin and Nehme (2019) mentioned the following key CSR issues in today's business which include environmental management, eco-efficiency, responsible sourcing, stakeholder engagement, labour standards and working conditions, employee and community relations, social equity, gender balance, human rights, good governance, and anti-corruption measures.

A properly implemented CSR concept can bring along a variety of competitive advantages, such as enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer patronage, retention, loyalty, better decision making and risk management processes (Thompson & Strickland, 2012; Wheelen & Hunger, 2012; Abdulrahman, 2013).

1.3.2. Concept of Brand Trust

According to Afzal, Khan, Rehman, Ali and Wajahat (2010) brand is an essential construct in marketing and business activities which is defined as a name, symbol, sign, trademark, logo or icon representing the identity of an organisation, product or service. Thus, brand is considered as a reflection of the spirit and soul of an organisation. Trust is referred to as the confidence level based on the exchange of reliability and integrity (Morgan & Hunt 1994 referenced in Afzal, Khan, Rehman, Ali & Wajahat, 2010). Trust shows consumer reliance, conviction, commitment and satisfaction with a specific brand. The concept of brand trust refers to the ability of a particular brand to command confidence or quality value from consumers (Kotler & Armstrong, 2016). In

other words, brand trust is the secure feeling held by the consumer as a result of interaction with a product, service of brand, based on the perceptions that the brand is reliable, responsible and satisfactory (Upamannyu, Gulati & Mathur, 2014). In essence brand trust varies from consumer to consumer due to the fact that brand trust relies the perception that the brand can fulfil or satisfy consumers' needs.

Upamannyu, Gulati and Mathur (2014) opined further that brand trust is linked to variables such as brand identity, brand image and brand loyalty. When consumers trust a brand there is ardent willingness to pay a higher price for that brand. Arjun & Morris (2001) referenced in Afzal, Khan, Rehman, Ali and Wajahat (2010) explained that the brand trust is a combination of consumers trust in his/her own initiative, and trust the product that brand provides. Brand trust can help to reduce the level of uncertainty arising in the mind of the consumers in terms of dependability, safety and reliability of consumption of products and services. Kang and Hustvedt (2013) stated relevance of brand trust in marketing activities based on the fact that the ultimate goal of carrying out marketing activities by business organisations is to generate the close bond between the brand and the consumer, and in order to maintain such bond the key ingredient is "brand trust". Delgado-Ballester and Munuera-Aleman (2001) recognised that brand trust is essential within the context of consumer loyalty.

1.4. Empirical Review

Lu, Ren, Zhang, Wang, Shahid and Streimikis (2020) investigated the influence of corporate social responsibility initiatives of a business firm on brand loyalty and brand image. The purpose of the study was to evaluate the impact of corporate social responsibility (CSR) initiatives as one of the critical factors to improve the competitive advantage of a business organisation in the aggressive business environment. The study used quantitative research approach made up of survey research design. The sample size of the study were 364 consumers. The results of Lu, Ren, Zhang, Wang, Shahid and Streimikis (2020) study indicated that the CSR initiatives from a business firm have significant and positive impact on brand loyalty and brand image. In essence, a critical analysis of the study gives insight to the advantage corporate social responsibility as a tool for enhancing the brand loyalty and increase corporate reputation.

Another angle of discourse is from the studies of Raza, Saeed, Iqbal, Saeed, Sadiq and Faraz (2020) based on the argument of the linkage between corporate social responsibility to customer loyalty

through cooperative creation and customer company identification. The authors focused on how banks utilize corporate social responsibility activities generate positive customer responses in the form of co-creation, customer–company identification (CCI), and loyalty. The study adopted descriptive research design with a sample of 280 respondents who were banking customers in Pakistan. The findings from study showed that CSR activities have a multi-dimensional formative construct that affects customer loyalty both directly and indirectly. The study gave insights to the effectiveness of CSR for business organisations to integrate into long-term marketing plans which can be used in improving overall customer behaviour. This critically positions CSR as an area in which business organizations engage customers indirectly. More so, Adekoya, Enyi, Akintoye and Adegbe (2020) investigated the relationship between corporate social responsibility practices and reputation of listed organisations in the Nigerian Stock Exchange. The study used survey research design with a sample size of 400 respondents. The findings of Adekoya, Enyi, Akintoye and Adegbe (2020) study revealed that corporate social responsibility had a positive and significant effect on the reputation of business organisations in Nigeria. The authors argued that corporate social responsibility affects the corporate performance from the point of view of presenting a good reputation for business organisations in Nigeria.

Similarly, Umar and Abubakar (2020) studied the use of corporate social responsibility (CSR) as an organisational activity for building successful and positive organizational image. The study employed survey research design covering selected organisations in the Federal Capital Territory – Abuja in Nigeria with a sample size of 180 respondents. Their findings revealed that CSR activities are prime drivers of organizational image building.

In comparison to the above studies, Lee and Lee (2019) investigated the linkage between corporate social responsibility (CSR) activities and long-term relationships in business-to-business (B2B) industries in South Korea. The authors developed a research model to capture the correlations between a partner firm’s CSR reputation, for example business practice, CSR reputation, and philanthropic CSR reputation, trust, information sharing, risk and reward sharing, and long-term relationships. The study adopted descriptive research design with a sample size of 300 respondents that filled out a self-administered questionnaire. Lee and Lee (2019) found that business practice of CSR is positively related to the establishment of long-term relationships by ensuring trust and B2B partnership.

However, Rivera, Bigne and Curras-Perez (2019) took another angle by examining the effects of corporate social responsibility on consumer brand loyalty. The authors proposed a theoretical model that included the mediating role of brand awareness, brand attitude and customer satisfaction in the effect of CSR on loyalty. The study used a survey research design made up of a sample size of 351 Spanish sportswear consumers. Rivera, Bigne and Curras-Perez (2019) found that CSR has positive correlation in influencing customer loyalty, and an indirect influence through their positive effect on brand awareness and consumer satisfaction. However, the study also found that brand attitude does not have significant role in CSR in influencing customer loyalty.

Likewise, Raza, Bhutta, Iqbal and Faraz (2018) evaluated corporate social responsibility and customer loyalty based on the mediating role of trust in Pakistan banking sector. The authors highlighted the direct effect of CSR on customer loyalty while trust was taken as a mediating factor. The study adopted a quantitative research approach-based interview administered surveys with a sample of 100 respondents. The findings of this study indicated that CSR was critical in affecting customer loyalty based on the level of trust generated from such CSR in the mind of consumers.

Furthermore, Bachnik and Nowacki (2018) carried out a research on how to build consumer trust through socially responsible or controversial advertising. The study focused on the significance of developing trust in a product, brand or company as a significant part of building a successful consumer-company relationship. Bachnik and Nowacki (2018) aimed at analysing to analyse whether an organisation should continue to make use socially responsible advertising, or should they adopt more controversial or even unethical strategies? The authors adopted qualitative research approach by interviewing 626 business managers of enterprises. The result of the study stated that most managers paid more attention to socially responsible adverts, thus social responsibility in advertising was found to be more beneficial to the company image.

Sindhu and Arif (2017) studied the linkage of corporate reputation between corporate social responsibility and financial performance in Pakistan's banking sector. The study used structural equation modelling to explore this relationship and the primary data were collected using sample size of 405 respondents from bank employees. The results of the study showed that corporate social responsibility significantly influences the financial performance with respect to customer patronage, customer satisfaction, corporate reputation, and competitive advantage. Sindhu and

Arif (2017) argued that an increment in the level of CSR activities can enhance financial performance.

From another perspective, Maldonado-Guzman, Pinzón-Castro and Leana-Morales (2017) investigated the relationship between corporate social responsibility, brand image and firm reputation in Mexican Small Medium Enterprises. The study used quantitative research approach based on descriptive research design made up of a sample of 308 enterprises from Aguascalientes State. The results obtained from the study indicated that CSR activities have positive and significant effects in both the reputation of the firm and brand image of products or services created by SMEs. The findings of this study give inference to the logic that SMEs can use corporate social responsibility to boost the image and reputation of their activities. Iqbal et al (2014) supported the above studies based on the investigation corporate social responsibility and the possible impact on business organisation financial performance in banking sector of Pakistan. The authors focused on the donations as a component of CSR as independent variable while Net Profit Margin and EPS were dependent variable. The study used secondary data analysis and financial statements of selected banks. The authors argued for the effective implementation of a CSR policy that should be consistently reviewed in order to impact organisational performance.

Gazzola (2014) studied corporate social responsibility and company's reputation. The study focused on CSR dimensions consisting of workplace quality, governance, transparency and citizenship, while firm reputation was based on financial performance, products and service quality. Innovation and leadership. The study used descriptive research design with sample size of 144 respondents. The findings revealed there is significant association between CSR and corporate reputation. The author suggested that more socially responsible firms possess better corporate reputation.

Alshammari (2015) investigated corporate social responsibility and firm performance the moderating role of reputation and institutional investors, the study draws from theoretical framework of the institutional theory, stakeholder perspective, and ownership literature on corporate social responsibility. The study used exploratory research design based on moderating effect of both corporate reputation as a proxy for firm social activities' publicity and the institutional investors in the firm. Overall, the study found that corporate ownership structure, as well as corporate consistent reputation have influence on the extent to which a firm may benefit from its CSR activities which would open a new avenue for research on governance structure with regards to CSR and firm performance.

Adeneye and Ahmed (2015) studied the relationship between corporate social responsibility and company performance in the United Kingdom. The study used descriptive research design from data set of 500 firms in the United Kingdom. The study findings showed significant positive relationship between corporate social responsibility, market to book value and return on capital employed. The study however found no significant relationship between CSR and firm size. Adeneye and Ahmed (2015) also found theoretical implication for stakeholder theory of corporate social responsibility as shareholders wealth is maximized.

In relation to the dependent variable of this study (brand trust), Upamannyu, Gulati and Mathur (2014) investigated the effect of brand trust, brand image on customer brand loyalty in FMCG sector at Gwalior region. The study adopted survey research design with sample size of 300 customers of FMCG sector at Gwalior City which is one of the major central cities of India. The study found that there is a strong positive relationship and effect of brand trust and brand image on customer brand loyalty.

Another study that relates to the dependent variable is that of Kang and Hustvedt (2013) on building trust between consumers and corporations. The authors developed a model that depicted the relationships among transparency, social responsibility, trust, attitude, word-of-mouth (WOM) intention, and purchase intention. The study used survey research design through an online on a sample size of 303 consumers. The results indicated that consumers' perceptions of business organization's efforts to be transparent in the production process, employee conditions, giving back to the society directly affected consumers' level of trust and attitudes toward the corporation, and indirectly affected consumer intentions to purchase from and spread positive word of mouth about the business organisation

Abdulrahman (2013) studied the influence of corporate social responsibility (CSR) on profit after tax of some selected deposit money banks in Nigeria. The study used secondary source of data from annual reports of some selected banks in Nigeria between the period of 2006 and 2010. The study adopted regression and correlational analysis for data analysis to test the formulated hypothesis. From the findings of the study, there is weak positive relationship between corporate social responsibility and profit after tax, however it was significant at 5%. Therefore, the author recommended to the Nigerian banking sector consider CSR commitment as an important driver of boosting organisational profitability.

Afzal, Khan, Rehman, Ali and Wajahat (2010) studied consumer's trust in the brand with respect to whether it can be built through reputation of a brand reputation, competence of a brand and predictability of a brand in Rawalpindi and Islamabad, Pakistan. The study adopted quantitative research approach with sample size of 640 respondents. The results showed that consumer's trust in the brand increased between 30 percent and 60 percent due to characteristics of the Brand which are brand reputation, brand predictability and brand competency. The authors concluded in their argument that brand reputation, predictability and competency have positive impact on trust.

1.5. Gap in Literature

The study seeks to fill the gap in literature found with respect to the fact that most previous studies centered around corporate social responsibility and organisational performance from the perspective of key internal organisational stakeholders such as Abdulrahman (2013), Zhu, Sun and Leung (2014), Alshammari (2015), Sindhu, and Arif (2017), Umar and Abubakar (2020), Adekoya et al (2020) and Raza et al (2020). While few studies tried to link CSR, brand trust and customer loyalty such as Raman and Nair (2012), Kang and Hustvedt (2013), Lee and Lee (2019), Lu et al (2020), there still seems to exist less studies that directly address corporate social responsibility and brand trust from the perspective of consumers, especially within the Nigerian FMCG industry. Thus, this current study would investigate CSR activities that consumers are most like to respond to and how it affects their trust of FMCG brands.

This chapter has reviewed theoretical and empirical review and points out the linkage between corporate social responsibility and branding in an organization and how it affects customers, suppliers and other stakeholders. The literature review gave insight on the underpinning theories which are CSR theory and Stakeholder theory. The concluding part of this chapter described comparison of the previous studies done in the areas of corporate social responsibility and various business organization results.

2. METHODOLOGY AND RESEARCH DESIGN

This chapter focuses on the methods that is used for this research project. The chapter discusses the research approach and strategy, research design, population of study, sampling technique and sample size. Furthermore, this chapter elaborates on the method of data collection and method of data analysis.

2.1. Research Design and Strategy

This study would utilize a quantitative research approach which is based on gathering quantitative data to answer the research questions. The justification for using a quantitative research approach is to be able to objectively investigate the variables of the study. According to Kang and Hustvedt (2013) and Lu et al (2020) where similar research was carried out, the quantitative research approach was found advantageous based on efficacy in distinctively pointing out the effect of the independent variable (CSR) and brand loyalty and image as the dependent variables. The study was also based on a positivist approach of philosophy because of the fact that the researcher seeks to deduce the pre-identified variables through the literature and further create generalisation of an idea about these pre-identified variables (CSR and Brand trust).

In thesis writing the research design represents the plan or blueprint used in carrying out the study. Asika (2012) stated that research design is the structure and process of investigating the identified and their relationships to one another. For the purpose of this study, a descriptive survey design was employed, the design permitted the collection of original data meant for describing large population with individuals as unit of analysis.

2.2. Population of the Study

The research population is defined as the group of people or object the researchers is taking as a study. Population is the total number of people residing or living in a particular geographical area (Kothari, 2008). For the population of this study, the researcher seeks to focus on consumer of FMCG products in Lagos state Nigeria which can be estimated by the total population of Lagos state as at 2020 amounting to 35 million according to Lagos Government population estimates. But the researcher may not be able to cover the whole population due to time and cost constraints, therefore, sample of consumers was used in this research from a combination of both online survey and four selected areas in Lagos state where major markets for FMCG products are been sold – Yaba Market, Oyingbo market, Oshodi and Lagos Island.

2.3. Sampling Technique and Sample Size

Sampling is essential in a study in order to give adequate representation for the study population, hence without sampling and sample it is considered practically impossible to take a complete and comprehensive study of the population because of the nature and pattern of distribution or dispersion of the elements of the population. The study would use stratified sampling technique to select the sample for this study. This is a procedure that allows for member of population to be given equal chance of representation and grouped based on location (Mojekwu, 2012).

For the purpose of this study, the targeted sample size was derived using the Yamane (1967) formula to calculate the sample size. The Taro Yamane formula has been referenced to be significant in finding sample size for a large population in order to result in a representative sample. (Yamane, 1967; Kothari, 2008; Saunders, Lewis, Thornhill & Bristow, 2019).

The formula is $n = \left(\frac{N}{(1+N(e^2))} \right)$ = n = Sample size N = Total Population = 35,000,000 e =

Precision estimate. Confidence level is 95% and + or – 5%.

$$= \left(\frac{35,000,000}{(1+35,000,000(0.05^2))} \right) = \left(\frac{35,000,000}{(1+35,000,000(0.0025))} \right) = \left(\frac{55,000,000}{(87,501)} \right) = 399.99$$

Thus approximately = 400 respondents were used as sample size in this study.

2.4. Data Collection Instrument

This study would use majorly primary data sources based on a closed ended questionnaire. Kothari (2008) that primary data is most suitable for a study using descriptive research design. The reason for using a closed ended questionnaire is because a closed ended questionnaire has been justified to be clear, concise and objective in data analysis. Given that most of the items in the questionnaires are targeted to measure respondents' opinion about research variables, the 5-point Likert scale was utilized in the questionnaire. The scale ranges from strongly agree, agree, undecided, disagree, and strongly disagree.

The questionnaire would be divided into two sections; Section A focused on the demographic background of the respondents, that is gender, age, marital status, educational qualification etc. Section B is the main body of the questionnaire and it is meant to seek for information on relevant study variables. The questionnaire items and questions were adapted from previous literature such as, Kang and Hustvedt (2013), Bachnik and Nowacki (2018) and Lu et al (2020), where variables of corporate social responsibility and brand trust were highlighted effectively. The main theory in which the questionnaire was built upon is the CSR theory with respect to linking questions to CSR activities such as economic, social and economic elements within the CSR construct.

2.5. Method of Data Analysis

For the purpose of the data analysis; both descriptive and inferential statistical techniques would be employed. As regarding the descriptive analysis, the study would use frequency distribution, simple percentages, means and standard deviations while inferential statistics focused on testing hypotheses using Pearson correlation and Regression analysis. The analysis was carried out using Statistical Packages for Social Science (SPSS) version 20.0.

3. DATA PRESENTATION AND ANALYSIS

This chapter covers the data analysis, presentation and interpretation based on questionnaires administered to respondents in the study area. The copy of the research questionnaire and Statistical Packages for the Social Sciences (SPSS) (version 20) output were attached in the appendix section.

3.1. Data Editing and Presentation

This study investigated corporate social responsibility (CSR) and its effects on brand trust in the fast-moving consumer goods industry in Nigeria. The data used in this study was collected through a combination of online survey and physical administration of the questionnaire in FMCG market locations in Lagos state, Nigeria. A total of four hundred respondents (400) were used in the study and similar amount of copies of questionnaire were distributed. However, due to the fact that not all copies of the questionnaire were returned, not all were properly filled and some were incomplete, only three hundred and one (301) copies of the questionnaire were found useful for data analysis, which were duly completed and returned, thus giving a response rate of 75.25%. For a study of this nature, such a percentage is very high thereby indicating the willingness of the respondents to co-operate. The questionnaires were checked for appropriate filling, completeness, codified and inputted into Statistical Packages for the Social Sciences (SPSS) (version 20) for analysis. The responses were presented using frequency distribution, percentages, mean and standard deviations, while test of hypotheses was done using Regression analysis.

3.2. Data Analysis

3.2.1. Analysis of Demographic Data from Section A of the Questionnaire

The demographic data in Section A of the questionnaire were analyzed using frequency distributions and simple percentages.

As shown in the Table 4.1 which can be seen in the appendix, 60.8% of the total respondents are male, 39.2% of the respondents are female while 0.3% of the respondents preferred not to answer. This implies that majority of the respondents are male. Thus, the study was not gender-bias, it cuts across all gender.

The table 4.1 also shows that 5.0% of the total respondents falls within the age bracket below 21years, 36.1% within 21 - 30years, 33.9% within 31 - 40 years, 21.6% within 41 - 50years while 3.4% of the respondents fall within the age bracket of 51years and above while 0.0% of the respondents preferred not to answer. It can be inferred from this analysis that the majority of the respondents belong to the active work force, with the age bracket of 21 to 30 years being the modal age. This is graphically represented in the Figure 1 below:

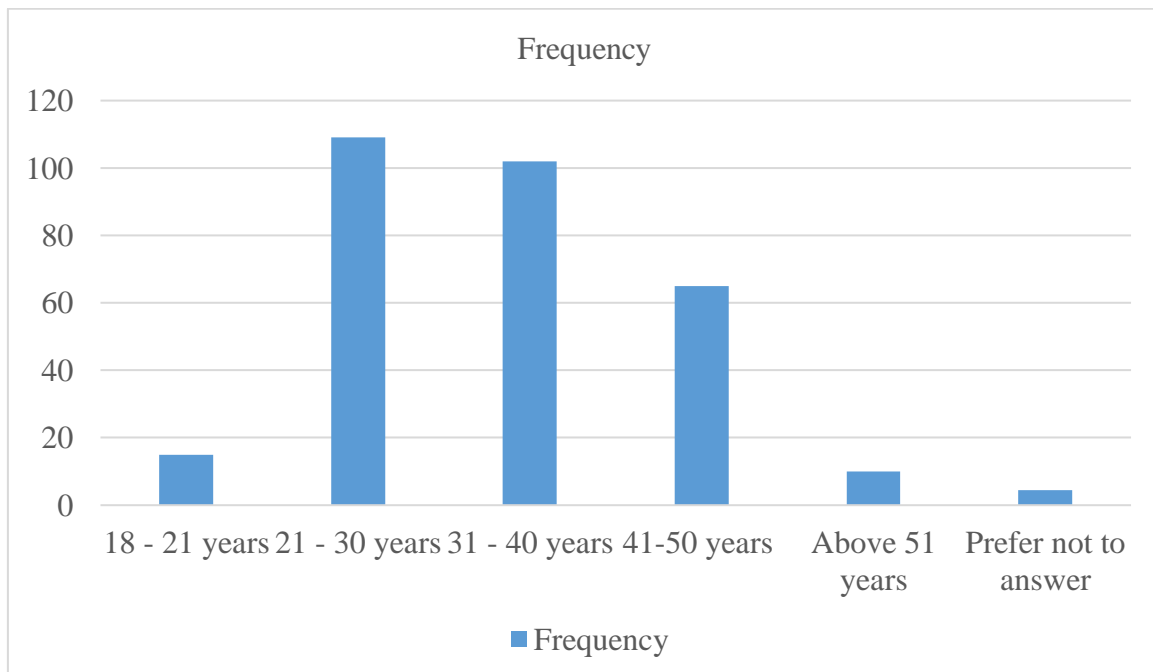


Figure 1. Illustrating response based on age

Source: compiled by the author (2021)

In addition, the table 4.1 shows that 28.2% of the respondents are WASC/GCE holders, 43.5% are B.sc/HND degree holders, 13.6% are MBA/M.sc degree holders, 8.6% of the respondents are Ph.D. degree holders and 6.1% fall under other qualification while 0.0% preferred not to answer. This shows that the majority of the respondents are learned and quite educated to know the relevance and implication of the study.

The table 4.1 shows the employment status of respondents, 36.2% are employed, 30.9% are self-employed, 22.9% are unemployed while 10.0% preferred not to answer. Furthermore, the table 4.1 shows the level of monthly income of respondents, 33.2% earn below N100,000, 26.6% earn between N100,001 – N500,000, 13.3% earn between N500,001 – N1,000,000, 20.3% earn above N1,000,00 and 6.6% of the respondents preferred not to answer. This is also graphically represented in the Figure 2 below:

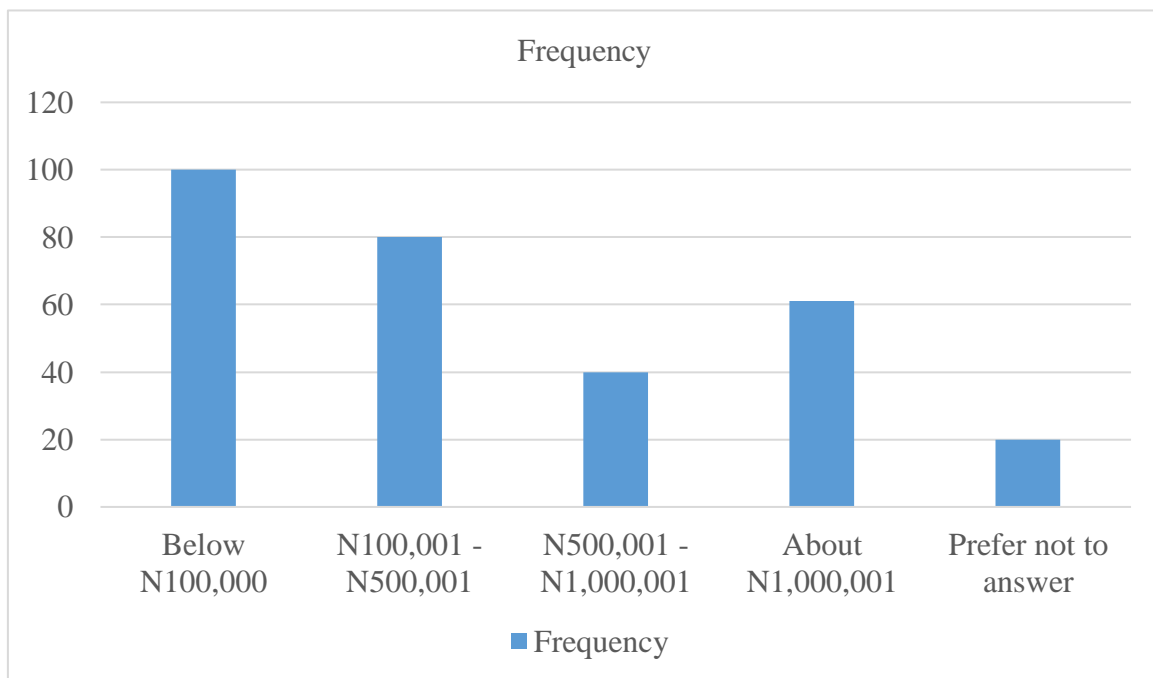


Figure 2.: Illustrating level of income of respondents

Source: Compiled by the author (2021)

Finally, Table 4.1 shows the responses to the question do respondents make purchase of fast-moving consumer goods such as groceries, beverages, staple foods, dairy products etc., 100.0% of respondents state YES, while 0.0% of the respondents stated NO. This infers that all the respondents involved in the study are aware of FMCG products and companies based on their purchasing of such products.

3.2.2. Data Analysis of Section B of the Research Questionnaire

The second section of the questionnaire consisting of questions of relevant variables relating to the study. The data was analyzed using mean and standard deviations as interpreted in table 4.2 which can be seen in the appendix page:

Below – 1.45: Strongly disagree

1.45 - 2.44: Disagree

2.45 - 3.44: Undecided

3.45 - 4.44: Agree

4.45 and above: Strongly agree

The above scale is based on a 5-point Likert scale which is used to gauge respondent's opinion as regarding corporate social responsibility and brand trust. According to Saunders, Lewis, Thornhill and Bristow (2019) the Likert scale test respondents the agreement level of respondents to questionnaire items and uses mean to indicate what scale identified. This Likert scale was adopted in similar previous studies.

Table 4.2 demonstrates that respondents strongly agreed that they are attracted to and purchase FMCG products that are socially acceptable by society, this was indicated with mean of 4.80 and standard deviation 1.60 respectively.

In addition, as also shown in Table 4.2, the respondents strongly agreed that they are attracted to and purchase FMCG products that are eco-friendly (do not harm the plants, trees or pollute the air etc), this was indicated with mean of 4.75 and standard deviations of 1.81 respectively.

Also, it can be seen that respondents strongly agreed that they are attracted to and purchase of FMCG products that are consumer rights protected conscious (put consumer's interests first, seek consumers consent and insight before manufacturing and advertising), this was indicated with mean 4.83 and standard deviation of 1.14 respectively.

Table 4.2 shows that respondents strongly agreed that warning labels associated with they are attracted to and purchase from FMCG companies that are philanthropic and give back to society

(charitable works, back to school programs, free health programs, support community building, this was indicated with mean 4.92 and standard deviation of 1.33 respectively.

Finally, it is showed that respondents strongly agreed that they are attracted to and purchase from FMCG companies that are concerned about their natural environment (Forests, seas & oceans, agricultural lands), this was indicated with mean 4.61 and standard deviation of 1.54 respectively.

The data in table 4.3 shows that respondents strongly agreed that when they purchase FMCG products from a producer that is involved in corporate social responsibility activities they feel more satisfied, this was indicated with mean of 4.75 and standard deviation 1.81 respectively.

In addition, the data in the table depicts that the respondents strongly agreed that they consider companies that give back to the society (contribute to the development of the community) over others who do not whenever they are making purchase of FMCG products, this was indicated with mean of 4.50 and standard deviations of 1.06 respectively.

Similarly, the data in table 4.3 shows that respondents strongly agreed that they have high regards for companies that protect (using recycling manufacturing processes and reduce waste pollution from their operations) the natural environment and the planet earth. This was indicated with mean 4.50 and standard deviation of 1.06 respectively.

Finally, as seen in table 4.3, respondents strongly agreed that corporate social responsibility practices of companies significantly affects their choice of FMCG products, this was indicated with mean 4.92 and standard deviation of 1.33 respectively.

Table 4.4 shows that respondents strongly agreed that their trust towards a product is linked to quality, pricing and satisfaction, this was indicated with mean of 4.61 and standard deviation 1.54 respectively.

In addition, as presented in Table 4.4 the respondents disagreed that they usually base their trust to brands that are able to meet or exceed expectation, this was indicated with mean of 4.83 and standard deviations of 1.14 respectively.

Also, Table 4.4 shows that respondents strongly agreed that their trust towards a brand is based on the reputation of a producer's corporate responsibility, this was indicated with mean 4.93 and standard deviation of 1.04 respectively.

Finally, Table 4.4 shows that respondents strongly agreed that they consider brand trust as an essential part of their purchase decision for FMCG products, this was indicated with mean 4.70 and standard deviation of 1.23 respectively.

3.3. Test of Hypotheses

Hypothesis One

H1: There are significant key corporate social responsibility that consumers respond to in the FMCG industry in Nigeria.

Table 4.5: Correlations

		Social	Economic	Environmental	Philanthropic
Social	Pearson Correlation	1	.991**	.957**	.972**
	Sig. (2-tailed)		.000	.000	.000
	N	301	301	301	301
Economic	Pearson Correlation	.991**	1	.956**	.987**
	Sig. (2-tailed)	.000		.000	.000
	N	301	21	21	301
Environmental	Pearson Correlation	.957**	.956**	1	.895**
	Sig. (2-tailed)	.000	.000		.000
	N	301	301	301	301
Philanthropic	Pearson Correlation	.972**	.987**	.895**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	301	301	301	301

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

Source: Statistical Packages for the Social Sciences (SPSS)

Based on Table 4.5 above which shows the Pearson correlation analysis, there is indication of strong positive relationship between corporate social responsibility variables such as social

activities, economic activities, environmental protection and philanthropic activities with consumer response. The Pearson correlation coefficients indicated are 1 for social, 0.991 for economic, 0.957 for environmental and 0.972 for philanthropic.

Hypothesis Two

H0: Corporate social responsibility has no significant effect on brand trust in the FMCG industry in Nigeria.

H1: Corporate social responsibility has significant effect on brand trust in the FMCG industry in Nigeria.

Regression Analysis Tables for Hypothesis One:

Table 4.6a- Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.704	.477

a. Predictors: (Constant), Corporate social responsibility

b. Control variables : Age, Gender.

Source: Statistical Packages for the Social Sciences (SPSS)

Table 4.6b- ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.901	1	1.901	1.759	0.01 ^b
Residual	324.338	300	1.081		
Total	326.239	301			

a. Dependent Variable: Brand Trust

c. Predictors: (Constant), Corporate social responsibility

Source: Statistical Packages for the Social Sciences (SPSS)

Table 4.6c- Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	f	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.890	0.203	0.234	14.265	0.000
Corporate social responsibility	0.218	0.056	0.0061	4.771	0.01
Age	0.153	0.012	0.521400	3.601	0.01
Gender	0.123	0.036	0.25100	4.022	0.01

a. Dependent Variable: Brand Trust

Source: Statistical Packages for the Social Sciences (SPSS)

The variables employed in the regression analysis are brand trust as dependent variable and corporate social responsibility as independent variable in testing the hypothesis.

The analysis presented in table 4.6a showed how the independent variable and their coefficients have effect on the dependent variable. Also, R square value = .755 shows that 75.5% of the dependent variable (brand trust) can be accounted for by the independent variable (corporate social responsibility).

The regression table 4.6b shows F value is 1.759 at 0.01 significant level ($p < 0.05$). The decision rule for the regression analysis is based on the comparison between the p values 0.01 to level of significance 0.05. If p value is less than level of significance, reject null hypothesis and accept the alternative hypothesis as stated as corporate social responsibility has significant effect on brand trust in the FMCG industry in Nigeria.

3.4. Discussion of Findings

This study investigated the corporate social responsibility (CSR) and its effects on brand trust in the fast-moving consumer goods industry in Nigeria. Based on the data analysis and test of hypotheses the following findings from:

Firstly, study findings show the key variables of corporate social responsibility that consumers respond to in the FMCG industry in Nigeria. The respondents indicated that socially acceptable activities, eco-friendliness, philanthropic activities, consumer rights and natural environment protection are key variable of CSR. The findings were in line with Abdulrahman (2013), Adeneye and Ahmed (2015), Lee and Lee (2019) emphasising that corporate social responsibility components are built of social responsibility, economic responsibility and environmental responsibility.

Finally, the findings from the study indicated there is significant effect of corporate social responsibility on consumer choice in the FMCG industry in Nigeria. The respondents identified they are attracted and purchase FMCG products from companies with high reputations of CSR activities. Furthermore, the respondents gave insight as to the fact that they would rather choose an FMCG producer that carries out CSR activities over one that does not. The findings agreed with previous studies of Raman, Lin and Nair (2012) as to the importance of CSR in driving customer patronage. The findings also were in line with Lu, Ren, Zhang, Wang, Shahid and Streimikis (2020), and Raza, Saeed, Iqbal, Saeed Sadiq and Faraz (2020) thereby linking corporate social responsibility to brand and customer loyalty. The findings however disagreed with Umar and Abubakar (2020) with respect to the fact that CSR can only be seen as a non-profit activity that does not have any relevance to company's business operations. This study overall agrees with Adekoya, Enyi, Akintoye and Adegbe (2020) based on the usefulness of corporate social responsibility practices towards improving brand and reputation of listed firms in Nigeria.

3.5. Summary, Limitations and Suggestions for Future Research

This study investigated the corporate social responsibility (CSR) and its effects on brand trust in the fast-moving consumer goods industry in Nigeria. From the findings in the study, it was clear that male respondents outnumbered female respondents. A larger proportion of the respondents belong to the 21-30 years age group and educational qualification of the respondents revealed that

majority have at least a B.A/B.Sc/HND degree. Furthermore, the majority of the respondents are employed with monthly income of below N100, 001. Also, majority of the respondents patronize FMCG products.

Furthermore, the summaries deducted from the major findings of the data analysis and test of hypothesis are as follows:

- i. Findings from the study revealed that corporate social responsibilities activities and variables that consumers in the FMCG industry respond to include socially acceptable and eco-friendly activities, philanthropic activities, consumer and natural environment protection. Hence FMCG producers whose CSR activities comprises of the following get more response from consumers.
- ii. Finally, this study revealed that corporate social responsibility (CSR) has significant positive effect on brand trust in the fast-moving consumer goods industry in Nigeria. Thus, consumers were known to choose FMCG producers with well noted reputation for CSR.

The implications of the above findings to marketers and business organizations is based on the significant role of CSR in directing consumer behaviour with respect to trusting brands. In other words, CSR is seen as a contemporary business and marketing tools that plays relevant impact on the consumer buying behaviour which ultimately affects sales performance.

This study focused on the investigation of corporate social responsibilities and brand trust in the fast-moving consumer goods industry in Nigeria. The study was limited based on social distancing challenges arising from COVID 19 in effectively getting respondents to fill the questionnaire in due time. Based on the findings of the study further studies are suggested to consider more literature and relevant materials that relates to the scope of this study with respect to understanding corporate social responsibility and brand trust.

Also, further research can be carried out in other industries such as banking and financial services, telecommunications and manufacturing.

Finally, the study made use of quantitative approach, further study should employ qualitative approach or a combination of both quantitative and qualitative approach.

CONCLUSION

In light of the summary of major findings the study concludes that CSR builds brand trust and brand image among consumers in Lagos state. Based on the research objectives and questions the study concludes that consumers respond positively to CSR variables from the social, economic, philanthropic and environmental areas of business.

This study also concludes that CSR has significant positive effect on brand trust and that consumers choose companies with CSR reputation over others.

Based on findings of this study, the following recommendations have been suggested:

- i. Firstly, organizations and management should formulate and implement CSR strategies that target the Nigerian consumers, through the understanding of the several identified CSR variables from this study which are social acceptability, eco-friendliness, philanthropic, consumer and natural environment protection.
- ii. It is recommended that organizations innovate and cultivate CSR strategies that will take advantage of the growing consumption pattern in the FMCG industry in Nigeria.
- iii. Also, organizations in the FMCG industry in Nigeria should also devise extensive CSR strategies as marketing communication and marketing channels through relationships suppliers and customers in their value chains.
- iv. Finally, the study recommends that policy makers and government regulations should try to regulate FMCG producers CSR activities such that they can wholly benefit the society.

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APPENDICES

Appendix 1. Questionnaire

Dear Sir/Ma,

REQUEST FOR INFORMATION

I am a postgraduate student of Taltech University, Estonia, carrying out a study on “Corporate social responsibility (CSR) and its effects on brand trust in the fast-moving consumer goods industry in Nigeria” in partial fulfilment for the award of postgraduate certification - Master of International Business Administration.

Kindly complete the attached questionnaire as honestly as you can. All information supplied will be treated with utmost confidentiality and used solely for academic purpose. Thank you for your understanding and response.

Yours faithfully

Fatimah Oluwole

Please tick (✓) as appropriate on each of the following questions. Information provided will be kept strictly confidential.

1. Gender
 - (a) Male ()
 - (b) Female ()
 - (c) Prefer not to answer ()

2. Age
 - (a) 18- 21 years ()
 - (b) 21 – 30 years ()
 - (c) 31 – 40 years ()
 - (d) 41 – 50 years ()
 - (e) Above 50 years ()
 - (f) Prefer not to answer ()

3. Educational Qualification:

- (a) WASC/GCE ()
- (b) B.Sc. / BA/ HND ()
- (c) M.Sc. / MA/MBA ()
- (d) Ph.D. ()
- (e) Others ().....please specify
- (f) Prefer not to answer ()

4. Employment Status:

- (a) Employed ()
- (b) Self- employed ()
- (c) Unemployed ()
- (d) Prefer not to answer ()

5. Level of Monthly Income:

- (a) Below N100,000 ()
- (b) N100,001 – N500,000 ()
- (c) N500,001 – N1,000,000 ()
- (d) Above N1,000, 001 ()
- (f) Prefer not to answer ()

6. Do you make purchase of Fast moving consumer goods such as groceries, beverages, staple foods, dairy products etc?

- (a) YES ()
- (b) NO ()

Please tick (√) as appropriate where:

5 = Strongly Agree,

4 = Agree

3 = Undecided

2 = Disagree

1 = Strongly Disagree

S/N	QUESTION STATEMENTS	5	4	3	2	1
	In this block, please assess the statements about the social responsibility of companies in FMCG (fast moving consumer goods for example groceries) industry in Nigeria					
7	I am attracted to and purchase FMCG products that are socially acceptable by society					
8	I am attracted to and purchase FMCG products that are eco-friendly (do not harm the plants, trees or pollute the air etc)					
9	I am attracted to and purchase of FMCG products that are consumer rights protected conscious (put consumers interests first, seek consumers consent and insight before manufacturing and advertising)					
10	I am attracted to and purchase from FMCG companies that are philanthropic and give back to society (charitable works, back to school programs, free health programs, support community building)					
11	I am attracted to and purchase from FMCG companies that are concerned about their natural environment (Forests, seas & oceans, agricultural lands)					
S/N	In this block describe in a purchasing situation, to what extent is the producer's corporate responsibility (giving back to society, charity, philanthropic activities, protecting the natural environment) important for you as a customer.					
12	When I purchase FMCG products from a producer that is involved in corporate social responsibility activities I feel more satisfied.					

13	I consider companies that give back to the society (contribute to the development of the community) over others who do not whenever I am making purchase of FMCG products					
14	I have high regards for companies that protect (using recycling manufacturing processes and reduce waste pollution from their operations) the natural environment and the planet earth.					
15	Corporate social responsibility practices of companies significantly affects my choice of FMCG products					
S/N	In this block describe in a purchasing situation, to what extent you are concerned about your trust towards the brand and product.					
16	My trust towards a product is linked to quality, pricing and satisfaction					
17	I usually base my trust to brands that are able to meet or exceed my expectation					
18	My trust towards a brand is based on the reputation of a producer's corporate responsibility					
19	I consider brand trust as an essential part of my purchase decision for FMCG products.					

Thank you for your cooperation.

Appendix 2. SPSS Output

Gender

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	183	60.8	60.8	60.8
	Female	117	38.9	38.9	99.7
	Prefer not to answer	1	0.3	0.3	100.0
	Total	301	100.0	100.0	

N-400 Valid - 301 Missing – 99

Age

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 -21 years	15	5.0	5.0	5.0
	21 - 30 years	109	36.1	36.1	41.1
	31 - 40 years	102	33.9	33.9	75.0
	41 - 50 years	65	21.6	21.6	96.5
	51 and above	10	3.4	3.4	100.0
	Prefer not to answer	0	0.0	0.0	100.0
	Total	301	100.0	100.0	

N-400 Valid - 301 Missing – 99

Educational Qualification.

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Valid WASC/GCE	85	28.2	28.2	28.2
BSC/HND	131	43.5	43.5	71.7
MBA/MSc	41	13.6	13.6	85.3
Others	20	6.1	6.1	91.4
Ph.D	26	8.6	8.6	100.0
Prefer not to answer	0	0.0	0.0	100.0
Total	301	100.0	100.0	

N-400 Valid - 301 Missing - 99

Employment Status

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employed	109	36.2	36.2	36.2
Self Employed	93	30.9	30.9	67.1
Unemployed	69	22.9	22.9	90.0
Prefer not to answer	30	10.0	10.0	100.0
Total	301	100.0	100.0	

N-400 Valid - 301 Missing - 99

Level of Monthly Income

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below N100,000	100	33.2	33.2	47.5
	N100,001 –	80	26.6	26.6	59.8
	N500,000				
	N500,001 –	40	13.3	13.3	73.1
	N1,000,000				
	Above N1,000, 001	61	20.3	20.3	93.4
	Prefer not to answer	20	6.6	6.6	100.0
	Total	301	100.0	100.0	

N-400

Valid - 301

Missing – 99

Do you make purchase of Fast-moving consumer goods such as groceries, beverages, staple foods, dairy products etc

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	301	100.0	100.0	100.0
	NO	0	0.0	0.0	100.0
	Total	301	100.0	100.0	

N-400

Valid - 301

Missing – 99

SECTION B – MAIN RESEARCH QUESTIONS

I am attracted to and purchase FMCG products that are socially acceptable by society

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	207	68.8	68.8	68.8	4.80	1.60
A	76	25.2	25.2	94.0		
U	5	1.7	1.7	95.7		
D	5	1.7	1.7	97.4		
SD	8	2.6	2.6	100.0		
Total	301	100.0	100.0			

N - 400

Valid - 301

Missing - 99

I am attracted to and purchase FMCG products that are eco-friendly (do not harm the plants, trees or pollute the air etc)

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	232	77.1	77.1	77.1	4.75	1.81
A	61	20.3	20.3	97.4		
U	5	1.7	1.7	99.1		
D	2	0.7	0.7	99.8		
SD	1	0.2	0.2	100.0		
Total	301	100.0	100.0			

N - 400

Valid - 301

Missing - 99

I am attracted to and purchase of FMCG products that are consumer rights protected conscious (put consumers interests first, seek consumers consent and insight before manufacturing and advertising

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	224	74.4	74.4	74.4	4.83	1.14
A	54	17.9	17.8	92.3		
U	8	2.7	2.7	95.0		
D	11	3.7	3.7	98.7		
SD	4	1.3	1.3	100.0		
Total	301	100.0	100.0			

N- 400

Valid - 301

Missing - 99

I am attracted to and purchase from FMCG companies that are philanthropic and give back to society (charitable works, back to school programs, free health programs, support community building)

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	293	97.4	97.4	97.4	4.92	1.33
A	6	2.0	2.0	99.4		
U	1	0.3	0.3	99.7		
D	1	0.3	0.3	100.0		
SD	0	0.0	0.0	100.0		
Total	293	100.0	100.0			

N-400

Valid - 301

Missing - 99

I am attracted to and purchase from FMCG companies that are concerned about their natural environment (Forest, seas & oceans, agricultural lands)

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	212	70.4	70.4	70.4	4.61	1.54
A	61	20.2	20.2	90.6		
U	24	8.0	8.0	98.0		
D	2	0.7	0.7	99.0		
SD	2	0.7	0.7	100.0		
Total	301	100.0	100.0			

N-400

Valid - 301

Missing - 99

When I purchase FMCG products from a producer that is involved in corporate social responsibility activities I feel more satisfied

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	232	77.1	77.1	77.1	4.75	1.81
A	61	20.3	20.3	97.4		
U	5	1.7	1.7	99.1		
D	2	0.7	0.7	99.8		
SD	1	0.2	0.2	100.0		
Total	301	100.0	100.0			

N - 400

Valid - 301

Missing - 99

I consider companies that give back to the society (contribute to the development of the community) over others who do not whenever I am making purchase of FMCG products

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	222	73.8	73.8	50.5	4.50	1.06
A	60	20.0	20.0	93.8		
U	5	1.7	1.7	95.5		
D	5	1.7	1.7	97.2		
SD	9	3.0	3.0	100.0		
Total	301	100.0	100.0			

N – 400 Valid – 301 Missing – 99

I have high regards for companies that protect (using recycling manufacturing processes and reduce waste pollution from their operations) the natural environment and the planet earth

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	222	73.8	73.8	50.5	4.50	1.06
A	60	20.0	20.0	93.8		
U	5	1.7	1.7	95.5		
D	5	1.7	1.7	97.2		
SD	9	3.0	3.0	100.0		
Total	301	100.0	100.0			

N – 400 Valid – 301 Missing – 99

Corporate social responsibility practices of companies significantly affects my choice of FMCG products

Respondents	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	293	97.4	97.4	97.4	4.92	1.33
A	6	2.0	2.0	99.4		
U	1	0.3	0.3	99.7		
D	1	0.3	0.3	100.0		
SD	0	0.0	0.0	100.0		
Total	202	100.0	100.0			

N-400 Valid - 301 Missing - 99

My trust towards a product is linked to quality, pricing and satisfaction

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	212	70.4	70.4	70.4	4.61	1.54
A	61	20.2	20.2	90.6		
U	24	8.0	8.0	98.0		
D	2	0.7	0.7	99.0		
SD	2	0.7	0.7	100.0		
Total	301	100.0	100.0			

N-400 Valid - 301 Missing - 99

I usually base my trust to brands that are able to meet or exceed my expectation

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	224	74.4	74.4	74.4	4.83	1.14
A	54	17.9	17.8	92.3		
U	8	2.7	2.7	95.0		
D	11	3.7	3.7	98.7		
SD	4	1.3	1.3	100.0		
Total	301	100.0	100.0			

N- 400

Valid - 301

Missing - 99

My trust towards a brand is based on the reputation of a producer's corporate responsibility

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	284	94.4	74.4	74.4	4.93	1.04
A	12	3.9	3.9	98.3		
U	5	1.7	1.7	100.0		
D	0	0.0	0.0	100.0		
SD	0	0.0	0.0	100.0		
Total	301	100.0	100.0			

N- 400

Valid - 301

Missing - 99

I consider brand trust as an essential part of my purchase decision for FMCG products.

Responses	Frequency	Percent	Valid Percent	Cumulative Percent	MEAN	STANDARD DEVIATION
Valid SA	230	76.4	76.4	76.4	4.70	1.23
A	59	19.6	19.6	96.0		
U	8	2.7	2.7	98.7		
D	1	0.3	0.3	99.0		
SD	3	1.0	1.0	100.0		
Total	301	100.0	100.0			

N- 400

Valid - 301

Missing - 99

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 ANALYSIS

Table 4.1: Frequency distribution of Demographic data of respondents.

VARIABLES		FREQUENCY	PERCENTAGE (%)
Respondents gender	Male	183	60.8
	Female	117	38.9
	Prefer not to answer	1	0.3
	TOTAL	301	100.0
Respondents age	Below 21years	15	5.0
	21-30 years	109	36.1
	31-40 years	102	33.9
	41-50 years	65	21.6
	Above 51 years	10	3.4
	Prefer not to answer	0	0.0
	TOTAL	301	100.0
Highest level of Educational Qualification	WASC/GCE	85	28.2
	Bsc/BA/HND	131	43.5
	M.sc/MBA	41	13.6
	Ph.D.	26	8.6
	Others	20	6.1
	Prefer not to answer	0	0.0
	TOTAL	301	100.0
Employment Status	Employed	109	36.2
	Self –Employed	93	30.9
	Unemployed	69	22.9
	Prefer not to answer	30	10.0
	TOTAL	301	100.0
Level of Monthly Income	Below N100,000	100	33.2
	N100,001 – N500,000	80	26.6
	N500,001 – N1,000,000	40	13.3
	Above N1,000, 001	61	20.3
	Prefer not to answer	20	6.6
	TOTAL	301	100.0

Source: compiled by the author (2021)

Continuation of Table 4.1: Frequency distribution of Demographic data of respondents.

VARIABLES		FREQUENCY	PERCENTAGE (%)
Do you make purchase of fast-moving consumer goods such as groceries, beverages, staple foods, dairy products etc	YES	301	100.0
	NO	0	0.0
	TOTAL	301	100.0

Source: Oluwole (2021), author's calculations

Table 4.2: Means and standard deviations of the opinions of respondents on corporate social responsibility of companies in FMCG (fast moving consumer goods for example groceries) industry in Nigeria

VIEWS	MEAN	STD DEVIATION
I am attracted to and purchase FMCG products that are socially acceptable by society	4.80	1.60
I am attracted to and purchase FMCG products that are eco-friendly (do not harm the plants, trees or pollute the air etc)	4.75	1.81
I am attracted to and purchase of FMCG products that are consumer rights protected conscious (put consumers interests first seek consumers consent and insight before manufacturing and advertising)	4.83	1.41
I am attracted to and purchase from FMCG companies that are philanthropic and give back to society (charitable works, back to school programs, free health programs, support community building)	4.92	1.33
I am attracted to and purchase from FMCG companies that are concerned about their natural environment (Forests, seas & oceans, agricultural lands)	4.61	1.54

Source: Oluwole (2021), author's calculations

Table 4.3: Means and standard deviations of the opinions of respondents on the extent to which the producer’s corporate responsibility (giving back to society, charity, philanthropic activities, protecting the natural environment) is important to customers in a purchase situation

VIEWS	MEAN	STD DEVIATION
When I purchase FMCG products from a producer that is involved in corporate social responsibility activities I feel more satisfied.	4.75	1.81
I consider companies that give back to the society (contribute to the development of the community) over others who do not whenever I am making purchase of FMCG products	4.50	1.06
I have high regards for companies that protect (using recycling manufacturing processes and reduce waste pollution from their operations) the natural environment and the planet earth.	4.50	1.06
Corporate social responsibility practices of companies significantly affects my choice of FMCG products	4.92	1.33

Source: Oluwole (2021), author’s calculations

Table 4.4: Means and standard deviations of the opinions of respondents on brand trust towards products

VIEWS	MEAN	STD DEVIATION
My trust towards a product is linked to quality, pricing and satisfaction	4.61	1.54
I usually base my trust to brands that are able to meet or exceed my expectation	4.83	1.14
My trust towards a brand is based on the reputation of a producer's corporate responsibility	4.93	1.04
I consider brand trust as an essential part of my purchase decision for FMCG products.	4.70	1.23

Source: Oluwole (2021), author's calculations

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