

Corporate Social Responsibility: Relevance of MTN's 'Who Wants to Be a Millionaire' Programme in Nigeria

OKPOKO CHINWE & ABODUNRIN KEMI
University of Nigeria, Nsukka, Nigeria

As continued production and rendering of service is enabled, in this instance, through varying product range as it pertain mobile tele-communication, MTN in Nigeria is attempting to further its CSR bid through the "Who Wants to Be a Millionaire" programme. The need to evaluate its efficacy is premised on continued programming, participation and exactitude of appeal to the public and organization alike in line with stated philosophy/mission of the latter. In so doing, the survey design was employed using structured questionnaire and findings reveal conformity with all assertions while the researchers recommend allowance for especially challenged citizens (prospects) as well as dialectical variation to incorporate all and sundry.

Keywords: Corporate social responsibility, MTN, sponsorship, advertising and public relations

Multinational organisations are so referred to following their activities particularly in the areas of production of goods and services. As part of efforts to sell and outperform the other by appealing to the target audience subject to the product/brand in circulation, especially when offering related goods and attempting to meet same need, the need for marketing arises. Marketing by its nature operates through various channels which are the traditional 4Ps; one of which is promotion-one part to it is public relations which in turn houses Corporate Social Responsibility (CSR) while advertising aids both public relations as well as other promotional addendum(s). As advertising satisfy the sales roles, it serves the media and the audiences as Rabiú (2011:151) could not resist "Advertising transformed the media industry from one supported primarily by subscribers to one supported by advertising revenues. Publishers (and later broadcasters) were no longer sellers of content to audience members; they were now sellers of audience to advertisers." Much as advertising has its place in marketing communications, other marketing communication outlets through public relations is sponsorship. Sponsorship is handled in agreed modes as suitable; such was Rabiú's (2011:157) submission

As consumers, people are exposed to hundreds and may be even thousands of commercial messages every day. They may appear in the form of magazine advertisements, billboards, ... event sponsorships,...calls or e-mails. These are just a few of the many communication tools that companies and organisations use to initiate and maintain advertising.

This finds affirmation as Jethwaney (2010:56) also state “In order to be successful, organizations have to rely on external research and perception mapping to constantly monitor and improve their reputation.” Same perceptual mapping and space Okoro (2013) reaffirms both on the aspiration to covet and sustain a share of the prospects mind through positioning by such brand differentiation that where flirtations cum wandering ensues, there is the hope to return and benchmark experiences by brand loyalty standards.

In the same vein, Uduji (2007:117) mirror the thought of Rabiú as he expatiates,

It needs therefore to be carefully and professionally managed through well-developed and nurtured corporate image programs that is continual and systematic in nature....It is also affected by the way it positions itself to be seen by its public as good corporate citizen. The latter is achieved by understanding and applying the principles of corporate social responsibility.

MTN as an organisation effects its CSR programme through the arm of the company commissioned as espoused by MTN Nigeria Foundation Limited established in July 2004. MTN has its interest in reducing poverty and fostering sustainable development in Nigeria (Adeyanju 2012:29) stated. One of such is the *MTN Who Wants to Be a Millionaire* which has episodes per season and is non-restrictive save participation through an MTN line. This aligns with Belch and Belch (2012:496) observation on sponsorship “Another common form of advertising is sponsorship....A more involved agreement is the content sponsorship, in which the sponsor not only provides dollars in return for name association but participates in providing the content itself.” Due to its dynamic and friendly participatory terms, there seem to be an avalanche of prospects. Nigerians of all walks of life take part in the programme. As this conforms with the observation of McQuails (2010:295) in relating with audience dynamics reason alongside Gans (1957:318) who submits “The audience participates in the making of a movie through the audience image held by the creator.”

Statement Problem

It is almost becoming a norm for organizations to take to corporate social responsibility activities to further their endearment to customers and prospects alike. While these activities are on-going, there are still pockets of yearnings by the populace for companies to situate these activities within the frame of reference of the target audience. With the spate of related activities by telecommunication firms, it is then expedient to establish the relevance of the educational programme sponsored by MTN to situate its usefulness to the target audience especially within the Nigerian environment.

Whereas the programme is educational and entertaining, chances are the viewing public do not see the CSR side to it. Ironically, it is disguised as having essentially the frontiers of advertisement. Its CSR laden value is foremost to the promoters (the company), the viewing and receiving public and the producers – Messrs Ultima Studios. This paper would attempt to establish the CSR laden programme in context with a view to encouraging other organizations to further same in their overall marketing communications agenda. As Pekurny in McQuail (2010:296) reckon “... the ‘real feedback system’ is not the home viewing audience but the writers, producers, cast and network executives themselves.” Perkurny’s contention stems from the observation that feedback cannot be received and applied save after programmes should the conventional method be applied. To the populace, the study in establishing the CSR attributes or otherwise of the programme allow for appreciation

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and reciprocity of patronage. It is hoped that the government would take note of the effort by encouraging same while the underpinnings of the theories applied would be checked against the programme.

Research Objectives

- (i) To establish the functionality of the programme to the organization's image
- (ii) To evaluate message consonance with the organization's mission
- (iii) To portray the educational programme as supporting the organization's target audience aspirations
- (iv) To examine the effectiveness of the educational programme on the commitment of the target audience to products / services

Research Questions

- (i) Does the educational programme enhance the image of the concerned organization?
- (ii) Is the message in consonance with the organization's mission?
- (iii) Is the educational programme supportive of the organization's target audience?
- (iv) Does the educational programme re-in force the loyalty of prospects in terms of patronage?

Empirical Review

As noted by Hill, Ainscough, Shank and Manullang (2007) the study attempts to ascertain the relationship between CSR and company stock valuation in three regions of the world. Interactivity of independent entities leading to dependency and expectation were noted. Basically, the discourse revolves around money alongside morality. US (i.e. North America), Europe and Asia formed the basis of the paper premising it on their stock exchanges. The stock exchanges are in – New York, London and Tokyo by considering socially responsible mutual funds listed with the Social Investment Forum (SIF). Most importantly, the study wish to clarify the positivity or otherwise of companies with Socially Responsible Investment (SRI) indices vis a vis those without SRI indices. The data were analysed with regression. The conclusion was that CSR in the long term has positive impact on the market value of firms.

Arias and Patterson (2009) argue that aside making profit, companies should have considerations for other issues. They align with stakeholder theory and insist this idea should form the basis of both private and public sector as well as not –for-profit organizations. Essentially the compelling force of companies (multinationals) in paying greater attention to their responsibilities by having a broad perspective of stakeholders and not just shareholders as a policy comes to the fore. Stakeholders are all those that can affect and are affected by corporate behaviour. They advance differences between neoclassical theorist and stakeholder theorist as they pitch tent with the latter. They advocate a balance between the two theories as *modus operandi* by any organisation. They observe companies management determine how best to measure their success(es).

With the overview of the Indian experience, Sarabjit (2012) recounts the consumer is king and their expectations are shored up while helping companies understand this to enable them meet with these expectation even as a propellant to profit making. The study was restricted to Malwa region of Punjab state only. The research design was descriptive. Consumers of various companies of India were the sampling unit with a representative

sampling size of 225. Random sampling technique was employed mindful of the survey research using questionnaire and information web portals. It was revealed that consumers are not satisfied with the companies' in terms of attitude.

As encapsulated by Ijwo and Aduloju (2007) organisations in a bid to advertise their goods (services) compete in the open market. Corporate image then apply as the bedrock of public relations upon which advertising leverage as it is designed to persuade and influence. Therefrom colour psychology in advertising as applied is evaluated, aware colour being an aesthetic element attempts to create beauty, attract and sustain customers.

The concern for this study is to establish the effectiveness or otherwise of colour as used by three major Global System for Mobile (GSM) operators i.e. Mobile Telecommunications Network (MTN), Global Communications Nigeria (GLO) and Celtel in their corporate advertising; also the levels of patronage by the audience (consumers). To this end, four research questions were developed and two theories; one System theory by Little John (1996) having the underpinning that however complex or diverse the society is, a form of organisation or structuring at the centre is feasible. The other is image theory by Berrins with a fundamental that human visualisation will only contain a single image. They recall the advent of GSM Telecommunication in Nigeria in 2000 as supervised by the Nigerian Communication Commission (NCC). MTN Nigeria was first to subscribe and incorporate on November 8, 2000, secured a license to operate telephony on the 9th of February 2001, but began networking on 16th May, 2001 with the launching of commercial operations in Lagos, Abuja and Port Harcourt. MTN now covers the entire nation. Globacom was founded in August 2002 with Nigeria as its purview while MTN's core values span: leadership, integrity, innovation, relationship, connecting people with friends, families, jobs, creating life and social opportunities. Thirdly (but in no particular order) Celtel was incorporated in 2001. Colour: Yellow, green and red respectively form the colour choice of respective companies. Principally, yellow represent friendship, green and white represent the Nigerian National Flag while red represent physical, vibrant look. Ijwo and Aduloju (2007) caution these meanings are contextual as a lighter or darker shade of these colours would convey a different meaning. Having applied survey design with a population drawn from GSM users in Makurdi metropolis, 120 men and women selected by purposive sampling technique filled out the questionnaires for which 100 were returned. The aggregate data revealed customers are attracted to colours which also communicate meaning. Again, GSM operator's adverts ignite an action. Essentially, they recommend colour application should not be used for manipulation.

The study by Ijwo and Aduloju share certain aspiration with this study in that it is specific to GSM operators in Nigeria by having a perception of customer estimation with emphasis to colour but the study did not have a comprehensive population (even within Makurdi), it treated colour but this study is to evaluate the educational programme by MTN with a view to estimating the corporate social responsibility impact aware it has a national spread with emphasis to the public relations undertone.

The study by Doghudje which covers and is not limited to: the lady who must be identified, knowing her physical, psychological or demographical indexes. More importantly, an evaluation of the level at which she is being obeyed with emphasis on areas we fall short of the total obedience by this lady with a view to suggesting amends. She in the context of use is the customer—more of a housewife who buys most of the fast moving consumer goods marketed or advertised. Doghudje (2007:15) asserts the customer-(housewife in this context) buys "... the largest proportion of buyers of our fast-moving-consumer-goods: detergents, toilet soaps, sugar... etc." To understand the housewife, he states her role as deciding the fate of the business through her patronage or a re-launch to reposition the product in enlisting her approval of it.

Doghudje (2007) attempting to exhaust his perception of the Nigerian housewife relates with the 25 to 45 years age range, resident in the face-me-face-you one or two room apartment in the high density area, earning not more than ₦12,000 annually (you may adjust for inflation) as a petty trader or unskilled worker within the DE class having no exact motivational drive save selfishness tending towards ethnic leaning-Hausa, Igbo, Yoruba, Urhobo, Ijaw, Tiv (name it) housewife as the nation really has no rounded outlook is enmeshed in a buying behaviour of the cheapest price in the open market rather than a supermarket on a weekly basis following the pattern of her mother as well. He further stress most of the commercials are only a reflection of organisations aspirations and not a true reflection of the characteristics of a true housewife (customer). To keep her, Doghudje (2007) counsels research and more research. By his estimation, products selling are indicative of the communicative dexterity of the producer but she must not be taken for granted as her needs are changing. She must not be ignored or offended in that a suicidal blow would be dealt the product (in this instance brand).

Tine (2014) in addressing shifting boundaries in advertising and public relations research in Nigeria: A must do recognised the evolving nature of the disciplines. He noted the disciplines now see publics and consumers not only as respondents but decision makers. He reasons that the fields are facing more difficulties as information speed and globalization alter the pace and landscape of their professions. The research is needful in the existence of man is sacrosanct based on facts which must be critically and holistically as a means of evaluating programme output. To him, evaluation in advertising research is either ad communication effect which focus on whether the communication has created an impact or otherwise in consumers and sales effects which bother on increase or otherwise in sales index. In public relations, evaluation can be pre-test (during the campaign) or post-test (after the campaign). The challenges he observed in the application of advertising and public relations research and evaluation principles in Nigeria are incomprehensive brief by client and internal wrangling within practitioners in agencies who are to conceptualize ideas. As an addition to the marketing Mix of 4P's and 7P's by some, Tine tinkers with – Personalisation as an addition which he counsels as a new marketing mix instrument based on information gathered by public relations and advertising research in conformity to individual wishes of consumers and prospects. He noted the influence of the internet in the discharge of research responsibilities arising from interconnectivity. Tine advocates further research skills to meet with the expanding boundaries in the field(s).

Everything in life is warfare as encapsulated in competition; this can be covert or overt as designed. It is this line of thought that piqued Nwaizugbo and Nnabuko (2009/10) as they reason this competition in seeing to sales and repeat purchase of goods and services (yet termed products in this instance) is another edge for organisation to make up for other areas (e.g. technology) where they may be found wanting. They contend while customer service is being adopted lately by organisations, it should not be a bandwagon exercise as various parameters need be estimated subject to respective needs which should be hinged on: continuous monitoring of customers' perception, identifying causes of shortfall etc. optimal service level which bother on cost implications – i.e. the variance between highest level of satisfaction (sufficient services) and high cost (insufficient services – costs created by dissatisfied customers leading to customer loss); sometimes termed hidden costs form the basis. They conclude competitive edge can be attained if well managed. Therefore, MTN in the discharge of corporate social responsibility through the educational programme under study is being evaluated vis - a - vis its cost benefit as mission need be checked against in a measurable manner.

In a bid to considering the legal aspect of CSR, Mordi, Opeyemi, Tonbara and Ojo (2012) expatiates CSR in Nigeria is without exact laws regulating its performance hence, the haphazard disposition of organizations. To the opponent of CSR, it is perceived as a distraction from the underpinning rationale of business. Though there are Nigerian legislations with an undertone of CSR, there are no specific regulations. Equally, CSR should come with voluntary adherence. Though there is a CSR bill before the Nigerian National Assembly (2012), which seeks to establish the corporate social responsibility commission, it is observed that the bill has certain inadequacies – especially because it is reactive legislation and not proactive. They noted three key strands of CSR in the Nigerian organisation: Philanthropic, Economic support and Compensatory. Key to the existing legislations is the prosecution of defaulters by the state as well as the insincerity and insensitivity of the Nigerian government. The study through exploratory attempt gave a general overview of CSR in the Nigerian context.

Further advancing discourse on regulations, Leyira, Uwaoma and Olagunju (2012) reason as their study was premised on the interdependence between economic growth and environmental quality that some governments take seriously the care of the environment as bedrock of economic growth. They regard CSR as social accountability. Furthermore, they aver that that the natural resources are collected from the environment. Sustainable development ensures less waste and minimal input for production of higher output. However, community pressure as a means to demand CSR is a negation in that enabling laws which should form the basis of the argument are not in place and where available lies within the purview of state government(s). The present researcher observes most (if not all) regulations in support of CSR are environment based. The gap to be filled is the lack of substantive recognition to educational programmes as a channel of CSR.

Adeyanju (2012) on the banking and communications industry experience reason that societal expectations have shifted from basically profit making organisations to CSR based companies which leads to increased sales and favourable business conditions. He equally noted the development of CSR from the activities of individuals and then companies. Notably, he reasons CSR amongst others makes a firm a household name – Image building, reduces advert cost and puts company's ahead of competition. CSR has 3 dimensions namely: Economic, social and environmental. He aligns with the perception of the Bali roundtable and world summit for sustainability which retorts business sector are primarily drivers of economic development. The aim of the study is for companies to checkmate their activities with good pressure by investors to avoid government clamping on them. For methodology, survey design was used (primary and secondary data) alongside questionnaire, observation and interviews. The data was subjected to correlation and regression analysis. Findings reveal CSR is instrumental in societal progressiveness. The emphasis of the recommendations is collaborative CSR (high capital outlay) and opportunistic business solution CSR. While the paper gave an overview of CSR projects by MTNF, customised programmes did not have any mention, hence, the need for this study to fill the gap.

Adebgite, Amilmen, Ologeh and Oyefuga (2012) in adducing rationale for sustainable development policy noted the Earth Summit in Rio 1992 as propelling the concept of sustainable development cum practices in business. Therefore to operate a green business agenda (which helps to ameliorate business excesses) incorporates business's accepting environmental stewardship. They assert sustainable practices aid shareholder thrust and competitiveness with a global perspective. According to them, in agreement with Elkington (1997) on the 7 drivers as a means to sustainable capitalism by companies, industries and economies is key. They expounded and cited Foot and Ross

(2004) argument of sustainable business being a wider concept to CSR. Structured questionnaire and guided interviews were employed. With oil and Gas, Telecommunication and Banking industries as the few sectors considered. A total of sixty-six questionnaires were randomly distributed among management and staff. 51 questionnaires were retrieved with 43 certified valid for analysis. It was observed that sustainable corporate behaviour alongside environmental sustainability are essential. Ultimately, perception of sustainable business agenda as a marketing/public relations strategy would make the venture more profitable. It is note-worthy that a customised educational broadcast programme which is relatively new to the Nigerian market has not received adequate mention as a CSR platform, therefore this study.

Theoretical Review

Two theories applied to this study. First is the social exchange theory as propounded by Thibault and Kelly in 1952 as coalesced by Anaeto, Onabajo and Osifeso (2008) is premised on interactions involving exchange-goods or service and people staking interest in others as much as they have given. Anaeto, Onabajo and Osifeso reason through the theory and identify balance between what we get and what is put into relationship by reason of outcomes. Humans they note are cost benefit oriented meaning reciprocity. Anaeto, Onabajo and Osifeso (2008:137) specify "The social exchange theory encourages explicit acknowledgement of the costs and benefits of actions to be promoted in a campaign, and efforts to minimise costs and maximize the benefits." This theory applies to MTN with reference to establishing the factors that propel continued identification with its corporate social responsibility effort with the programme under review in consideration of brands.

The other is the entertainment-education theory by Fischer and Melnik, 1979 has its core as a development communication threshold wherein the dichotomy of mass media content viewed as fulfilling either of the divide is discouraged rather it is advanced that both responsibilities—entertainment and education can be achieved together in one context in its extant form to ultimately effect social change at any strata of existence—individually, community or society. The theory is relevant to the discussion because individuals are the participants, while meeting individual needs through performance, MTNs core values are attained and individuals' needs met even as prospects aspire—the continuity Uduji adduced.

Methodology

For a study of this nature, the survey design was employed as supported by Leedy and Ormrod (2013:189) "...survey research involves acquiring information about one or more groups of people—perhaps about their characteristics, opinions, attitudes, or previous experiences by asking them questions and tabulating their answers." The questionnaire was used to solicit responses to get aggregate data. The population of this study is the entire Nigerian populace-140, 431,790 (see 2006 Census-Table DS5: Population by five year age groups & sex Pg 3). However, the sample size of 300 was achieved by alluding to the position of Comery and Lee,1992 cited in Wimmer and Dominick (2011:103) "Multivariate studies require larger samples than univariate studies because they involve analysing multiple response data (several measurements on the same subject). One guideline recommended for multivariate studies is as follows: 50=very poor..., 300=good, 500=very good...." Yet, only Nigerians of age 16 and above (minimum admissible age in institutions of higher learning) were administered questionnaires because the 6 geo-political zones were considered with only government owned higher institutions (Universities, Polytechnics

and Colleges of Education) in mind aware aggregate of the Nigerian society is reflected in the workers and students alike as a result of affordability and appeal. Babbie (2011:13) adduce “...social scientists study primarily social patterns rather than individual ones. These patterns reflect the aggregate or collective actions that affect individuals, they seldom study the individual per se.” furthering his claim, Babbie (2011:14) contend “We could say that social scientists don’t seek to explain people per se. They try instead to understand the systems in which people operate, which in turn explain why people do what they do.” Whereas, Wimmer and Dominick (2011:104) equally submit “Sample quality is always more important in sample selection than mere size”. Picking randomly (to establish an institution per zone) 67 questionnaires were given to each institution per region with the return rates reflected thus: (Abia- Michael Okpara University of Agriculture Umudike [59], Lagos Yaba College of Technology [66], Bauchi – Abubakar Tatari–Ali Polytechnic Bauchi [66], Edo- University of Benin [66], Niger- Federal University of Technology, Minna [53] and Kaduna – Federal Polytechnic Kaduna [53]) to get a total sample size of 402 (having applied the Taro Yamani formula as well). The return rate was 82.33 per cent. By this, the multistage cluster sampling was employed. The descriptive statistics using mean was used to analyse the data.

Findings

RQ 1-Does the educational programme enhance the image of the concerned organization?

| Sl. No | Image Statements | SA | A | D | SD | \bar{X} | Remark |
|--------|---|-----------|-----------|---------|---------|-----------|----------|
| 1 | Programme supports image of organization | 170 (680) | 147 (441) | 11 (22) | 6 (6) | 3.44 | Accepted |
| 2 | Programme confers status on participants | 108 (432) | 170 (510) | 39 (78) | 15 (15) | 3.11 | Accepted |
| 3 | Programme generates goodwill for organization | 168 (672) | 141 (423) | 14 (28) | 8 (8) | 3.41 | Accepted |
| 4 | Programme encourage healthy competition in the sector | 138 (552) | 146 (438) | 38 (76) | 10 (10) | 3.24 | Accepted |

RQ 2 - Is the message in consonance with the organization’s mission?

| Sl. No | Message Statements | SA | A | D | SD | \bar{X} | Remark |
|--------|--|-----------|-----------|----------|---------|-----------|----------|
| 5 | Theme of programme aligns with prospects needs/perspective | 107 (428) | 174 (522) | 40 (80) | 10 (10) | 3.14 | Accepted |
| 6 | Broadens prospects scope/knowledge | 122 (488) | 171 (513) | 29 (58) | 5 (5) | 3.25 | Accepted |
| 7 | Programme has believable attributes | 99 (396) | 170 (510) | 40 (80) | 14 (14) | 3.09 | Accepted |
| 8 | Programme conforms to contemporary trends | 109 (436) | 151 (453) | 62 (124) | 14 (14) | 3.05 | Accepted |

By applying the four point scale, where: Strongly Agree (SA) is 4, Agree (A) is 3, Disagree (D) is 2 and Strongly Disagree (SD) is 1, the decision rule of 2.5 mean value ensued.On establishing how the educational programme enhances the image of the concerned organization, it was observed that the programme supports the image of the organization, confers status on participants, generates goodwill for the organization and

RQ 3 - Is the educational programme supportive of the organization's target audience?

| Sl. No. | Support Statements | SA | A | D | SD | \bar{X} | Remark |
|---------|--|--------------|--------------|--------------|------------|-----------|----------|
| 9 | Target audience needs are met | 105 (420) | 150 (450) | 60 (120) | 16 (16) | 3.03 | Accepted |
| 10 | Rewards / Incentives are not appropriate | 62 (248) | 114 (342) | 103 (206) | 49(49) | 2.57 | Rejected |
| 11 | Programme not encompassing of total possible prospects | 90 (360) | 142 (426) | 81 (162) | 17 (17) | 2.92 | Accepted |
| 12 | Encourages productivity in target audience/prospects | 114 (456) | 168(504) | 18 (36) | 15 (15) | 3.20 | Accepted |

RQ 4 - Does the educational programme re-in force the loyalty of prospects in terms of patronage?

| Sl. No. | Loyalty Statements | SA | A | D | SD | \bar{X} | Remark |
|---------|---|--------------|--------------|-------------|------------|-----------|----------|
| 13 | Beneficiaries continued patronage guaranteed | 141 (564) | 137 (411) | 48 (96) | 14 (14) | 3.19 | Accepted |
| 14 | Programme increases clientele base | 94 (376) | 184 (552) | 42 (84) | 9 (9) | 3.10 | Accepted |
| 15 | Corroborates organizations corporate social responsibility objectives | 103 (412) | 165 (495) | 53 (106) | 12 (12) | 3.07 | Accepted |
| *16 | Participants look forward to being on the programme | 128 (512) | 103 (309) | 25 (50) | 14 (14) | 3.27 | Accepted |

* Questionnaires given out in Yaba tech were inadvertently not having question 16 save 3 copies of the 66. Hence, the low entries for this item.

Respondents Demographics

| Sex | | Age | | | Marital Status | | Educational Level | | | |
|------|--------|-------|-------|-----|----------------|---------|-------------------|---------|---------|--------|
| Male | Female | 16-35 | 36-55 | 56+ | Single | Married | SSCE | NCE/OND | HND/BSC | MA/MSC |
| 223 | 111 | 296 | 32 | 7 | 256 | 78 | 48 | 108 | 140 | 14 |

encourages healthy competition in the sector. These were evidenced by mean value of 3.44, 3.11, 3.41 and 3.24 respectively. To determine message consonance with the organization's mission, the following formed parameters of measurement having concerned mean values indicated; that theme of programme aligns with prospects needs/perspective (3.14), scope/knowledge base are broadened (3.25), programme has believable attributes (3.09) and that programme conforms to contemporary trends.

With target audience needs met, rewards/incentives not being appropriate, programmes not encompassing of total possible prospects and productivity in target audience/prospects encouraged by mean value of 3.03, 2.57, 2.92 and 3.20 accordingly; concerns on the educational programme supportive of the organization's target audience. However, the second point with rewards/incentives not being appropriate notably had marginal points above the 2.5 cut off bar which implores the need for rewards/incentives appropriate determination. For the loyalty of prospects to be ascertained, beneficiaries continued patronage guarantee culminated at 3.19 mean value, chances of clientele base increase was 3.10, the organizations corporate social responsibility objectives indices stood at 3.07 mean value and participants looking forward to emergence was 3.27 mean value.

Notably, male respondents outnumbered females with persons of youthful age (16-35) topping the chart being yet single at 256 against 78 married persons for that category. First degree holders numbering 140 respondents partook of the exercise with other sub categories having varied lower values.

Discussion of Findings

Statement 15 with 3.07 mean value supports Adeyanju's statement of MTN's CSR concerns even as statement 10 with 2.57 readily raises concerns. This result indicates much as MTN's interest to reduce poverty and foster sustainable development in Nigeria is being achieved by a competitive means which is premised on objectivity as the emergence of participants reveal the rewards/incentives need be reviewed. Statement 2 with 3.11 mean value reverses the ideology of Doghudje who rather adduce as he who must be obeyed and not confer status on participants. The position reveal participants have an identity by their programme.

With reference to Adegbite's statement (2012) that advance green business, statement 3 with 3.41 mean value supports such as all effort generates goodwill for organizations. This implies that irrespective of CSR platforms organizations may subscribe to, it is desired that the impact be felt positively. Another is statement 4 with 3.24 as mean value that supports the idea of Nwaizugbo and Nnabuko (2009/10). This means that even with a high degree of approval, for MTN to sustain its relevance, the skilful act of mastery and ingenuity need be maintained to win the 'war'. Much as personalisation was muted by Tine (2014), statement 11 with mean value 2.92 then finds ready support leading to personalisation of part of the programme. The connotation of this assertion is the need for MTN to uphold segments dedicated to celebrities, the challenged and children.

Also, statement 7 with mean value of 3.09 supports the reciprocity expressed in the social exchange theory even as statement 6 with mean value of 3.25 shares the aspiration contained in the entertainment-education theory. By these observations, the tenets of the theories are canonised having juxtaposed them to the study accordingly.

To this end, the functionality of the programme is as indicated by the response aggregates, it is therefore ascertained that the programmes message is in consonance with the organisations mission.

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Dr. Okpoko Chinwe is a lecturer in the department of mass communication at University of Nigeria. Her research interests include development and cultural communication. She is a member of African Council for Communication Education, Nigeria chapter.

Abodunrin Kemi is currently pursuing further studies in Mass Communication at the University of Nigeria. She holds membership of the Advertising Practitioners' Council of Nigeria, Nigerian Institute of Public Relations, and African Council for Communication Education (ACCE-Nigeria Chapter).