



CORPORATE SOCIAL RESPONSIBILITY: A CATALYST FOR SUSTAINABLE SOCIETAL DEVELOPMENT (NIGERIAN BOTTLING COMPANY PLC, ILORIN PLANT IN FOCUS)

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ABSTRACT

The evolving trend in today's business activities has made it imperative for organization to be more social, ethnical and economic responsible to their host communities and stakeholders so as build brand images, attract and retain customers and make more profit. It is in this light that organizations today embrace and embarks on various Corporate Social Responsibility (CSR) as commitment to behave ethnically, contributing to economic development of their local coin/minify and improving the quality of life of their workforce. This research therefore examined how CSR serves as catalyst for sustain noble societal development. Objectively, the paper examined what CSR is, its effects on both the organization and the host communities, and areas in which Coca-Cola Industry has been involved in CSR. Information inform of data were collected through the use of structured questionnaire randomly administered both to the staff of Coca-Cola and host communities who served as respondents. Interview of some senior staff of was carried out while other information from the company annual report and internet were collected. These research work employed both descriptive and inferential statistical methods of analysis such as simple table using percentages and chi-square to test the formulated hypothesis. Findings revealed that Coca-Cola industry made effective use of CSR which has helped lo improve the socio-economic life of the host

communities and also has helped to promote the image and increase profitability level of the organization. Also, it has led to peaceful co-existence between the organization and the host communities. The paper recommends that Coca-Cola Industry, Ilorin should try improve more their CSR activities -so that the desired objectives of the organization could be achieved and that the sustainable development may be attained.

Keywords: *Corporate Social Responsibility (CSR), Sustainable Development, Stakeholders. Etc.*

INTRODUCTION

The concept "Corporate Social Responsibility" (henceforth CSR) has assumed great importance globally, Nigeria inclusive. CSR has over the past decades greatly evolved both in concept and in practice mostly due to the constant changes in the society and its relationship with business. Key drivers of this changes include globalization of trade, technological changes, increase in the size of corporations, socio-economic changes, repositioning of government activities and the rise in the strategic importance of stakeholders' relationships and brand reputation.

The concept of social responsibility is not new in the managerial function; it has been an established trend in the business world especially by the multinationals and other notable corporate organizations. The concept of CSR came to limelight in the aftermath of the industrial revolution in the twentieth century (Smith 1998).

The concept of CRS is mainly about whether a corporation should be responsible for its stakeholders such as employees, shareholders, suppliers, customers and the community. This concept was not accorded the deserved importance and recognition until the outbreak of various immoral events such as Enron fraud at the end of 2001, that highlighted the issues of corporate governance as well as the Coca-Cola bottle pollution incidence in India, and the tainted milk incident involving the Japanese Snow Brand Dairy Company in year 2000.

The age-long environmental pollution in the Niger Delta are of Nigeria that led to the emergence of the militancy and wanton destruction of lives and property is still fresh in our memories. It was discovered that the absence

of CSR in the affected area was responsible for the unfortunate incidence that nearly crippled the economy of the nation especially in the oil sector which is the mainstay of the nation's economy. It means that such scandals, pollutions and destructions to the environment involving major enterprise suggest that more stakeholders will suffer if CRS is not sufficiently recognized and embarked upon.

Research, however, has revealed that, there seems to be national intervention in CRS among the developing nations (Nigeria inclusive), in the 1990's through ethical and policy formulation as narrated by Cappellin and Guiliani (2004). Nigeria, being a developing nation, needs to promote societal development by providing infrastructural facilities that will help to achieve the desired growth and development. Achieving this laudable national development cannot be left into the hands of the "Government alone. It is therefore imperative for organizations (public, private, multinationals) to assist, and one major way of assisting is by embarking on CSR in their respective areas of operation. It will be an understatement to say that Nigeria society is faced with a lot of socio-cultural and economic problems such as poor standard of living, high poverty level, unemployment and lack of basic social amenities such as .pipe-borne water, stable electricity, bad roads, downward trodden education system and poor health facilities, to mention few. In view of the above, all hands must be on deck to encourage and create necessary awareness about the role CRS can play in alleviating these problems. Okolo (2012) asserted that, "democratization has also paved way for the expansion of civil society organization and social awareness of firms and promote philanthropic activities". Corporate Social Responsibility is therefore the promotion of business orientation that takes stakeholders interest into account (Maignan, 2005).Therefore, all corporate organizations should be encouraged to embark on Corporate social responsibility in their environment of operation. They should henceforth not see CSR as mere philanthropic activities; rather, they should pledge a commitment to it for them to be economically responsible 10 the government and their stakeholders. It is worth mentioning that one of the cankerworms eating deep into Nigeria system is poor maintenance culture. The sustainability of whatever CSR provided by any organization depends largely on how the

projects and infrastructural facilities are maintained, else after a few years, the projects will not function again thereby defeating the primary objective of CSR. Summarily, corporate social responsibility is a voluntary incorporation of legal, environmental, socio- economic and ethical issues of the host communities in particulars and the consumers in general into the company's business activities and operations. It is in view of this that it becomes necessary to investigate how CSR has been a catalyst to sustainable societal development focusing on Nigeria Bottling Company, NBC (Coca- Cola Industry Ilorin). The study is explanatory in nature and single case study is adopted to allow for elucidation of context. Evidence of CSR was examined in NBC (Coca- Cola Industry, Ilorin) Nigeria.

OBJECTIVES OF THE PAPER

The general objective of this study is to examine the impact of the CRS as organizational sustainable societal development focusing on Coca-Cola Industry, Ilorin. Other specific objectives are:

- To identify significance and most common CRS usually embarked upon by organizations in Nigeria.
- To examine the extent to which Coca-Cola Industry Ilorin engages in C'RS.
- To examine how CRS has played the role of societal catalyst for a sustainable development in the Nigerian economy.

CONCEPTUAL FRAMEWORK

The rapid advancement in information and technology, globalization, liberalization and commercialization of business activities makes operations of business activities to be more challenging. The markets today are witnessing, stiff competition, thus, this survival becomes more paramount. CSR has therefore become one of special business strategies that gain worldwide auction. It thus acquires a new resonance in global economy (Jamali and Marshack, 2006). *Government of various countries have come to realize that their inability and shortcomings to meet the overall needs of the society can better be filled by business organizations embarking on CSR.* In other words, CSR should not be seen as just correctional legal obligations of the business organizations but as a tool to

complement the efforts of the government in providing amenities that will lead to sustainable societal development.

According to World Business Council for Sustainable Development (WBCSD), *"CSR is the commission of business to contribute to sustainable economic development, working skill employees, then families and the local communities"* (WBCSD, 2001). Hence the fundamental idea of CSR is that business corporation has an obligation to work towards meeting the needs of a wider array of stakeholders (Clarkson. 1995). Clarkson further states that, "C'SR is an initiative of organization to engage in the development of the community where it operates. It is aimed at providing social amenities for public good delivering value and showing respect for the people and community

Helg (2007) buttresses Clarkson assertion when he explained that CSR is a set of standards to which a company subscribes in order to make its impact on the society, it has the potential to contribute to sustainable development and forestry reduction in the world.

Williams and Siegel (2001) opined that CSR is a set of management practices that ensures the company maximizes the positive impacts of its operations on society or "operating in a manner that meets and even exceeds the legal, ethical, commercial and public expectations of business" The European Commission (2001) defined CSR as a concept whereby a company integrate social and environmental concise in their business operations and in their interaction with their stakeholders on voluntary bases. In the same view, the European Formulation For Quality Management (EFQM) in (2004)Sees CSR as a whole range of fundamentals that organizations are expected to acknowledge and to reflect in their actions . It includes respect for human rights .better treatment of the workforce. Customers and suppliers, being good corporate citizens of the communities in which they operate and conservation of the natural environment.

Kooktz (1994), cited in Ishola (2003) defines social responsibility as *"the general and corporate concern for the welfare of the society by providing services that will improve the standard of living of the people in the area of their operations"*.

Smith and Rees (1998) referred to sustainable development as a mode of human development in which resources used aimed at meeting human needs while ensuring the sustainability of natural systems and environment so that these needs can be met not only in the present but also for generations to come.

The concept of sustainable development must be societal, economic, and socio-political focus. It is then the intention of CRS as a catalyst to sustainable societal development will be meaningful, achieved and appreciated.

Carroll (1979) cited in Salewski and Zulch (2012) gave the most widely used definition of CSR as comprising four responsibilities for corporations, namely: *The economic responsibility to be profitable; the legal responsibility to abide by the laws of the society, the ethical responsibility to do what is right, just and fair and the philanthropic responsibility to be a good corporate citizen contributing resources for various kinds of social, vocation, recreation or cultural purposes.* The four identified CSR responsibilities are termed the pyramid of corporate social responsibilities Carroll (1991)

Carroll's Pyramid of Corporate Social Responsibility.

One of the most used and quoted model is Carroll's (1991) pyramid of CSR. It indicates that CSR constitutes four (4) kinds of social responsibilities or expectations by the society.



Source: Carroll, A. (1991) "The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders".

(1) **Economic Responsibility (Be Profitable):** This is simply the responsibility of the business to make profit and it serves as the bases for

other components of the pyramid. To satisfy economic responsibility towards the society, corporations should provide goods and services that the society wants at reasonable price. They also need to pay their employees, increase value for their shareholders, and take care of the interest of other stakeholders. According to Vance (2004), the economic is influenced by the way in which the corporation relates to its stakeholders.

(2) **Legal Responsibility (Obey the Law):** In carrying out economic responsibility, corporations are expected to work within the framework of "law and regulations as a partial fulfillment of the social contract" between corporations and society. A successful corporation should be recognized as one that fulfills its legal obligations. The legal responsibility must be performed in a manner that is consistent with the expectations of government and laws, complying with the various federal, state and local regulations.

(3) **Ethical Responsibility (Do what is right, fair and just):** This involves how the society expects the corporations to embrace values and norms even if the value and norms might constitute a higher standard of performance than required by law. Ethical responsibility embraces those standards and expectations that reflect a concern for what consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders' moral rights. Ethical responsibility also recognizes that corporate integrity, good corporate citizenship should go beyond the requirement of laws and regulations. If a corporation does something that is appropriate economically and legally, it must also be appropriate ethically (Carroll 1991).

(4) **Philanthropic Responsibility (Be a good corporate citizen):**

This refers to corporate activities that are in response to society's expectations of good corporate citizen. It is likely to enhance the image of the corporations especially those that have high public visibility. Corporate philanthropy would also increase employee loyalty and improve customer ties. **Philanthropic activities include business contributions to arts, education and especially in projects that enhance a community's quality of life.**

However, evidence still shows that most organizations concentrate more on the economic responsibility of profitability than philanthropy, legal and ethical responsibility. Owolabi (2013) asserts that when an organization is socially responsible, it brings to the firm numerous benefits such as improved labour relations, improved employees productivity, less risk of litigations on products/services, few complaints from host communities on environmental issues, low regulatory costs, and better brand recognition among others. In view of the above concepts, CSR can be summarized as voluntary incorporation of legal, environment, social, economical and ethical issues of the host community in particular and the consumers in general into the company's business activities and operations.

THEORETICAL FRAMEWORK

There exists different theoretical framework used as a motivation to explain why organizations may engage in the use of CRS. These theories include stakeholder's theory, social contract and legitimacy theory.

(1) **Stakeholders Theory:** Stakeholders theory suggests that organizational survival and success is contingent on satisfying both its economic (e.g. profit maximization) and non-economic (e.g. corporate social performance) objectives by meeting the needs of the company's various stakeholders.

Freedman (1984, cited in Moir 2001) posits that firm can be described as a series of connections of stakeholders that the managers of the firm attempts to manage. Freedman believed that the use of CRS by organization is as a result of pressure from stakeholders such as government, customers, employees, communities, suppliers and the environment. This theory asserts that continuous existence of any organization acquires the support and assistance of stakeholders. That is, stakeholder's approval must be sought why the activities of the organization must be adjusted to gain their approval. (Clarkson, 1995). The theory concluded that the use of CRS is to create good image to stakeholders to boost profit margin in the long run, to retain existing customers and to attract new ones and to help in the development of the environment of their operation.

Freedman (1984) stated that stakeholders are groups and individuals who can affect or are affected by the achievement of organization's mission". Stakeholder theory suggests that firms are motivated to broaden their objectives to include other goals in addition to profit maximization. Based

On this theory, many companies embrace a CSR program as a way to promote socially responsible actions and policies and to effectively respond to stakeholder demands (Maignan and Parrel I. 2004).

Gray, et al (1990, cited in Uwaigbe et al 2011) believed that the basic three cases theories should be seen, not as "competitive explanation, but as a source of interpretation of different factors at different levels of resolution. To this end, this work seems to align with stakeholders theory as the most useful framework when explaining the concept of CRS because the theory provides an avenue for organizations to show good corporate images to their stakeholders (Umar Ado, 2013).

It is interesting to know that this theory, though looks good and versatile, does not go without being criticized. Among scholars that criticize the theory are Sternberg and Frudonana (1970, cited in Moir 2001). Sternberg argued that businesses are owned by their shareholders and therefore, money spent on CRS by managers is illegal and theft of the rightful property of the owners. He said further that there is a human right case against CRS which is that, a stakeholder approached the management for depriving the shareholders of their property rights

(2) **Social Contract Theory:** According to this theory, a business is regarded as a social institution and should join with other social structures like family, educational system and religious institutions to help enhance life and meet needs. (Dusuki, 2008). **The central idea of social contract theory is how to relate a business to society.** Business must act in a responsible manner not only because it is in its commercial interest to do so, but because it is part of how society implicitly expects to operate. (Moir, 2001).

(3) **Legitimacy Theory:** It states that CSR is a response to the environmental pressures involving social, political and economic forces. According to the theory, organizations look for a balance between their actions and how they are perceived by outsiders and what is thought by society to be appropriate. Society's perceptions of the organizations are crucial and may affect their survival if they have breached their 'social contract'. In the event that society is not satisfied that a firm is operating in an acceptable or legitimate manner, then society will effectively revoke its 'contract' to continue operations.

SOME EMPIRICAL STUDIES

Bernea and Rubin (2006) carried out a study on CSR as a conflict between the shareholders arguing that a firm's insiders (managers and large

stockholders) may seek to over-invest in CSR for their private benefit to the extent that doing so improves their reputations as good global citizens. They tested this hypothesis by investigating the relationship between firm's CSR ratings and then ownership and capital structures. Employing a unique data set that categorizes the largest 3000 U.S corporate as either socially responsible or socially irresponsible, they found out that on average, insiders ownership on the average are negatively related to the firm's CSR rating while institutional ownership is uncorrelated with it. (Muhammed and Saheed, cited in Bornea. 2006).

Amaeshi, et al. (2006) conducted a research on CSR and it revealed that some Nigerian companies are engaged in one CSR or the other, even though about 85% of the respondents claimed that there exists awareness on CSR but with little impact, while about 7.7% claimed there 'is no awareness about CSR. The study revealed that there is more emphasis on community involvement, as socially responsible, employee regulations and almost none with regards to socially responsible products and processes.

Another empirical study was carried out by Bacchetti, Ciciretti and Hassan (2009) on the impact of the relevance of CSR and shareholders value between 1990-2004. Two findings from the research show that, "a significant upward trend in absolute values of abnormal returns irrespective of the event type and a significant negative effect on the abnormal returns after announcement from the Domini index".

Among scholars that contributed to the empirical studies of CSR is Oliver (2001). He said that organizations' major responsibility is their services to the host communities; He observed four basic social, environmental responsibilities which are:

- Public interest in the inner workings of business.
- An increase in demand on workers for more leisure time and opportunity of self-development. .
- The association of workers into large groups such as trade union , political clubs as conducive atmosphere for social change, and
- A new spirit of inquiring application of the scientific approach to problem solving.

Imkorsih (2002) argued in a Journal of the Institutes of Personnel Management of Nigeria Vol 2No 2 that "corporate interest broadly defined by management should support involvement in helping to solve virtually any social problem because people who have a good environment.

Education and opportunities make better employees neighbour and customers for business.

From the empirical studies, the few scholars identified above focus their attention on physical, social responsibilities that lead to both internal and external development of the business and their environment such as better education, public bridge, good environment and organization customers' relationship.

SPECIFIC AREAS OF BU'SINESS SOCIAL RESPONSIBILITY

A business organization is typically controlled by a number of specific areas of concern when defining its sense of social responsibilities. The following areas of concern are notable as said by British institute of Management. (B.I. M)

RESPONSIBILITIES TOWARDS THE SHAREHOLDERS

The United States business ethics Institute on business social responsibility explained that, "business managers must manage the resources within their disposal efficiently in order to maximize profit for the satisfaction of shareholders. The shareholders are concerned about the survival of the firm and increasing efficiency.

- Keeping shareholders sufficiently informed as owners of the compar.)
- Encouraging shareholders to question board about companies' ffairs.

RESPONSIBILITIES TOWARDS EMPLOYEES

Management have certain obligations to its employees by providing an appropriate and conducive working environment for them to develop their potentials and-as well as development of the organization. Other obligations includes:

- Provision of adequate facilities available for staff training
- Making recruitment and promotion practices non discriminatory
- Ensuring good condition of work environment
- Encouraging consultation between management and employee

RESPONSIBILITIES TOWARDS 1 HE COMMUNITY

- Paying adequate compensation for land acquired for sitting their new factory
- Considering (he interest of the community in areas of transportation, politics, and flexibility in working hour
- Providing some low cost social services and avoiding damages to life and properties.

RESPONSIBILITIES TOWARDS THE SUPPLIER

- Honoring settlement dates with suppliers instead of using them as an involving source of funds
- Giving consideration to supplier's interest and trying to maintain a fairly regular, flow of orders instead of considering one's own requirement only, and informing the suppliers of future-plans where possible.

RESPONSIBILITIES TOWARDS CUSTOMERS

- Adopting of advertisements that leads to customer's right
- Labeling products clearly and unambiguously
- Making after-sales services
- Listening to customers' complaints of defects
- Developing products that consumers really want and need
- Showing concern for customers' satisfaction.

RESPONSIBILITIES TOWARDS THE ENVIRONMENT

- Giving proper attention to the dangers in production process such as noise, waste disposal, and pollution
- Preventing the use of degradable materials in production and in packaging
- Being conscious of anything that can lead to air, water, land and sound pollution

RESPONSIBILITIES TOWARDS THE GOVERNMENT

Business enterprises operate successfully because the legal system is in their favour. Government affects virtually every enterprise and every aspects of life with respect to business. It acts into main roles.

- It promotes and regulates business government constitution the biggest customers purchasing goods and services
- Companies are expected to reciprocate the government gesture

The compulsory responsibility includes:

1. Payment of taxes promptly and honestly
2. Obedience to laws regulating business operation
3. Insurance of the fixed asset, while non compulsory responsibility involves, donations to financial asset, government, schools, hospitals and sports etc.

IMPACT OF SOCIAL RESPONSIBILITIES AS MEANS OF ENHANCING SUSTAINABLE SOCIETAL DEVELOPMENT

- Contributions to educational Development of the society, e.g scholarship award, donations of educational materials, etc.
- Donations to orphanages and rehabilitation centers, e.g food items, clothing, drugs, etc.
- Rural development such as sinking of boreholes, health centre's, road rehabilitations, etc
- Contribution in the area of youth employment which helps to reduce social vices among the youths and poverty reduction in the society.
- Prevention of products defects through agencies like NAFDAC, SON ,etc.
- Contributions to arts and culture .e.g sponsorship of cultural events like Osun Osogbo festival, etc.
- Support for games and sports by sponsoring local and International sporting events, etc.

SPECIFIC AREAS OF CSR EMBARKED UPON BY COCA-COLA INDUSTRY, ILORIN.

Coca-Cola Industry Ilorin engaged in some specific Corporate Social Responsibility as revealed through the responses from the respondents though the structured questionnaire face-to-face interview with personnel's of the Industry. The specific CSR identified are:

- Sinking of boreholes in the host communities
- Provision of transformer to host communities
- Tiring the 4 kilometer road leading to the host communities from the industry site.
- Giving of scholarships to some children of the host communities
- Employment opportunity to the host communities
- Cash donations to victims of rain storm and erosion
- Sponsorship and donations of sporting equipments to schools
- Constant facility visit to opinion leaders of the host communities to strengthen their coexistence and relationship.
- Physical samples of Coca-Cola Industry, Ilorin CSR are shown in photograph at the back of this paper.

RESEARCH METHODOLOGY AND ANALYSIS

Study Area -- The research work is limited to Coca-Cola Industry, Ilorin in Ilorin West Local Government of Kwara State. Also, the study made use of

(4 four major host communities of Coca-Cola Industry namely. Coca-Cola Industry Village. Ita-Elepa village, Unity village and Taiwo village. The research work adopted descriptive and the non- parametric statistical tools used in Chi-Square.

SOURCES AND METHODS OF DATA COLLECTION

Both primary and secondary sources of data collection were employed. The primary source made use of well-structured questionnaire while the secondary source includes information from previous write-up, company annual reports and internet. A total of 200 questionnaires were distributed to the respondents selected randomly form the host villages of Coca -Cola Village, Unity village. Ita - Elepa village and Taiwo village and also from the staff of Coca- Cola especially those in management cadre who are directly involved in CHS of the company. Hosts communities were served with more questionnaires because they are in the best position to determine the impact of CSR rendered by the company being the end-beneficiary. In all, one hundred and sixty (160; copies of questionnaire were returned which was used for the analysis. It forms 80% of the total copies of questionnaire drawn.

Types of Data and information collected. The information collected is divided into two:

1. Demographic factors such as age, set. marital status, educational qualification and occupational Status.
2. Other information collected included:
 - a. Period of the existence of the company in the host community
 - b. I low long respondents have been living in the area
 - c. Purpose for establishing Coca-Cola Industry
 - d. Mow the company affects host communities' lives
 - e. Coco Cola as a factor for Industrial Development
 - f. Does it attempt to improve social infrastructure of the host communities.
 - g. Relationships with the host communities
 - h. Degree of satisfaction with the company's CSR
 - i. Increase in profitability because of the CSR.
 - j. Degree of development of the host communities.

Data Presentation and Analysis

A total number of one hundred and sixty (160) copies of questionnaire were returned and used lor analysis. Most of the respondents arc married and of working class, business owners, artisans and peasant formers.

Reasons for establishment of Coca-Cola.

TABLE 1

Option	Coca-Cola Village		Ita-Elepa Village		Unity Village		Taiwo Village		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
For Business Purpose	5	12.195	5	11.36	2	4.54	4	12.90	16	10
For Development	4	9.7	4	9.09	2	4.54	2	6.45	12	7.5
Both axb	30	73.17	35	79.5	40	90.90	25	80.64	130	81.25
Indifferent	2	4.8	-	-	-	-	-	-	2	1.25
Total	41		44		44		31		160	100

Source: Questionnaire (survey 2015)

Table 1 above shows that 81.25% of the respondents agreed that Coca-Cola Industry was established to do business (profit-oriented) and for the development of its host commodities. Only 10% and 7.5% of the respondents said it is for business and development separately and respectively while only 1.25% of the respondents were indifferent. The analysis implies that Coca-Cola Industry was purely established for profit and for host community development.

How the Company Affects the Host Communities

TABLE II

Option	Coca-Cola Village		Ita-Elepa Village		Unity Village		Taiwo Village		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Employment	15	31.91	15	30	5	14.70	5	17.24	40	25
Provision of social amenities	20	42.55	20	40	10	29.41	10	34.48	60	37.50
Scholarship OPP	8	17.02	10	20	4	11.76	4	13.79	26	16.25
No Impact	4	8.51	5	10	15	44.11	10	34.48	34	21.25
Total	47		50		34		29		160	100

Source: Questionnaire (survey 2015)

From table 11. 37.50% of the respondents are of the view that the company provides social amenities while 21.25% believe it has not impacted in their lives as expected while 25% respondents are of the view that it has helped to create employment opportunity, but 16.25% said, it has helped to impact education of the host community children through scholarship The implication therefore is that. Coca Cola industry has touched and impacted the lives of its host community

Attempt to improve social infrastructure (e.g health, education, road e.t.c.) in the Host Communities.

Option	Coca-Cola Village		Ita-Elepa Village		Unity Village		Taiwo Village		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Yes	40	72.72	35	70	15	55.55	10	40	100	62.50
No	15	27.29	15	30	12	44.44	15	60	60	37.50
Total	55		50		27		25		160	100

Source: Questionnaire survey, 2015)

From table III above, 62.50% of the respondents agreed that Coca-Cola Industry attempts to improve the standard of living of the host communities by attempting to provide social infrastructural facilities, while 37.5% of the respondents disagree. Though the percentage of those who said 'Yes arc more than 'No'. The fact remains that Coca Cola Industry needs to do more because 37.50% is substantially significant.

Table IV Rate of Development

Option	Coca-Cola Village		Ita-Elepa Village		Unity Village		Taiwo Village		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Very High	5	10	4	8.69	6	17.64	5	16.67	20	12.50
High	10	20	10	21.75	5	14.70	5	16.67	30	18.75
Very Low	10	20	12	26.08	8	23.52	10	33.33	40	25.00
Low	25		20	43.47	15	44.11	10	33.33	70	43.75
Total	50	50	46		34		30		160	100

Source: Questionnaire survey, 2015)

Table IV reveals that 25% of the respondents believed that the rate of development was very low. 43.75% rated it low. 18.75% and 12.50% rated it high and very high respectively. The implication is that the respondents' expectation on the rate of development is not yet met

Degree of satisfaction with the company's activities in the area of social amenities provision.

Table V

Option	Coca-Cola Village		Ita-Elepa Village		Unity Village		Taiwo Village		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Well satisfied	6	13.04	6	11.76	4	8.69	2	7.41	18	11.25
Satisfied	15	32.61	15	29.41	7	15.21	5	18.51	42	26.25
Not satisfied	15	32.61	15	29.41	20	43.47	10	37.03	40	37.00
Indifferent	10	21.73	15	29.41	15	32.60	10	37.03	40	25.00
Total	46		51		46		27		160	100

Source: Questionnaire survey, 2015)

Table V above shows that "57.50% of the respondents are not satisfied enough about the activities of the organization as in the area of providing social amenities to their host communities. 25% are indifferent while 26.25 rated level of satisfaction as 'satisfied', while 11.25 % rated degree of satisfaction as 'well satisfied' . The implication is that, the respondents expect Coca-Cola industry to do more in the area of providing social amenities to the host communities.

Table VI Level of Relationship between the company of host communities

Option	Coca-Cola Village		Ita-Elepa Village		Unity Village		Taiwo Village		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Very good	2	3.33	2	4.65	-	-	1	3.45	5	3.125
Not good	10	16.67	5	11.62	3	10.71	2	6.89	20	12.5

Good	40	66.67	30	69.76	20	71.42	20	68.96	110	68.75
Indifferent	8	13.33	6	13.95	5	17.85	6	20.68	25	15.65
Total	60		43		28		29		160	100

Source: Questionnaire survey, 2015)

Table VI above reveals that 68.75% of the respondents testified that the relationship between the company and the host of communities is good enough, 15.6% of the respondents were indifferent which is not significant while 12.55 and 3.125% of the respondents said the relationship is not good while only 3.12% of them said the relationship is very good. These last two percentage ratings are not significant and .the implication is that the company should intensify its efforts to continue to enjoy the good relationship with the host communities as testified by the respondents.

Table VII - Government Involvement in both establishment and Motivating of the Company in Economy such as Nigeria.

Option	Coca-Cola Village		Ita-Elepa Village		Unity Village		Taiwo Village		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Yes	35	77.78	40	83.33	25	80.64	30	18.33	130	81.25
No	10	22.22	8	16.67	6	19.35	6	16.67	30	18.75
Total	45		48		31		36		160	100

Source: Questionnaire (survey 2015)

From Table VII above, 81.25% of the respondents are of the opinion that Government should pay positive role by encouraging companies of this nature for them to be able to perform their CSR effectively especially in their host communities .Only 18.75% of the respondents have negative opinion which is insignificant.

Hypothesis Testing

Two hypotheses were tested and are in null form.

HO₁ The use of CSR by Coca-Cola Industry does not lead to the development of host communities development.

HO₂ The implementation of CRS by Coca- Cola industry does not lead to cordial relationship and peaceful co-existence with the host communities.

Starting with Hypothesis 1: The results of the Chi-Square obtained from table II is displayed below:

	Employment	Provision of amenities	scholarship social	No impact	Total
Cocacola Village	15	20		8	47
Ita-Elepa Village	15	20		10	50
Unity Village	5	10		4	34
Taiwo Village	5	10		4	29
Total	40	60		26	160

Source: Calculated from the 'table VI. The test is at 95% level of significant (LOS). EXP. Frequency = Total 160 = 96.8% tested at 95% level of significant.

$$D.F = (R-1) (C-1)$$

$$(4-1) (4-1)$$

$$3+3=9$$

X² Calculated Value = 85.2

X² Tabulated Value = 28.40

Tabulated value = 28.40 '

Decision: Given that the Chi-Square calculated value is > (greater) than Chi-Square tabulated value, Reject the Ho (Null hypothesis and accept hi (alternative) hypothesis

We therefore, conclude that the implementation of CSR in the host communities has led to their development.

HYPOTHESIS II

Calculated chi-square result from Table VI

	Very good	Good	Not Good	Indifferent	Total
Coca-cola	2	10	40	8	60
Ita-Elepa	2	5	30	6	43
Unity Vill	-	3	2	5	28
Taiwo	-	3	2	5	28

Source: Calculated from the Table II. The test is at 95% level of significant (LOS). I- XI'. Frequency \wedge Total 160 =r 96.8% tested at 95% level of significant. 1)1 .

$$\begin{aligned} & (R-D(C-l)) \\ & = (4-1)) (4-1) \\ & = 3+3 = 9 \end{aligned}$$

The critical Chi-Square values is 56.25 and the calculated value $x' = 168.75$. The calculated Chi-Square (x) value is $>$ (greater) than the tabulated Chi-Square value; then we reject the null hypothesis. It means that the implementation of CRS by Coca- cCla industry has led to cordial relationship and co-existence with the host communities.

SUMMARY AND CONCLUSION

The practice of CSR by business organizations in "Nigeria has definitely received a boost even though not fully employed. Therefore, it still remains a challenge about what role CSR should play in our economy. There exist a pucity of empirical research while theoretical little breakthrough has been achieved. This work therefore forms a little contribution to the empirical studies especially by using one of the foremost soft drinks industries. Coca-Cola industry, Ilorin.

Analysis from the statistical analysis using tables revealed that the company was established for profit making and for community development. It means that the company is expected to be socially and economically responsible 10 the society where it makes profit. The shareholders and the other stakeholders must benefit from citing the industry in their domain (See table 1 , II and IV).

Also, analysis in tables III, IV and V revealed that the Industry has positive relationship towards what the company is supposed to be doing in the area of CSR and what it is doing. Lives of the stakeholders are fairly torched hut there is slow rate of development in terms of social infrastructural facilities in the host communities. This is also shown in both hypothesis tested that shows that implementation of CSR in Coca-Cola Industry leads to fair development of host communities (hypothesis 1) and that . there exists fairly good cordial relationship and co-existence between the company and the host communities, (hypothesis 2)

However, from the informal oral interaction and observations during the exercise, the following were revealed. The company seems to have given priorities to local contractors especially since 1999 when democratic system returned to the country.

In other to have host communities acceptance, favoritism was given to the opinion leaders of the host communities such as traditional rulers, political and community leaders who are influential thereby depriving majority of the people of the area of their benefits. This action is a selfish interest on the part of these opinion leaders. This can be seen from table IV where about 37.50% accept that they dissatisfied with the company's performance on their CSR, though table IV revealed that about 65% respondent agreed that the relationship between the Coca-Cola industry and host communities is good , however , informal observation say this is because most influential people in the community benefits a lot for their selfish interest , The company still need to extend their hands of fellowship to the overall masses of the host communities .

This work revealed that, sustainable economy development cannot be achieved without collaboration and contribution from both private and public organizations. Private sector participation within the framework of business ethnics and responsibilities to the society where they operate will go a long way to impact the desired sustainable development of the economy

Any sustainable socio-economic development will only be achieve if it has positive effects on the standard of living of the people by adding values to their life's through meeting their basic life's needs .

RECOMMENDATIONS

From the research carried out. to achieve the organizational and societal sustainable development of the economy, the following recommendations are made.

- Private sector should be encouraged to embark on CSR of their host communities.
- Government and host communities should provide peaceful environment to enable smooth operations for private organizations....

- Government should enforce the CSR law. This will assist the effort of the government in terms of providing social amenities to the people.

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