

**ASSESSMENT OF THE ATTITUDE AND KNOWLEDGE OF BENIN RESIDENTS
TOWARDS THE NIGERIAN PETROLEUM DEVELOPMENT COMPANY'S CORPORATE
SOCIAL RESPONSIBILITY IN NIGER DELTA**

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FACULTY OF ARTS

UNIVERSITY OF BENIN

BENIN CITY

MARCH, 2024.

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BY

OSSAI REJOICE

ART 1901656

**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS UNIVERSITY OF BENIN, BENIN CITY, IN
PARTIAL FULFILLMENT OF THE REQUIREMENT FOR AWARDS OF BACHELOR OF
ARTS DEGREE (B.A IN MASS-COMMUNICATION)**

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DECLARATION

I, Ossai Rejoice of the Department of Mass Communication, declare that this project is based on research undertaken by me, under the supervision of Dr. Ndubuisi Umoro, for the purpose of acquiring a Bachelor of Arts (B.A) degree in Mass Communication, Faculty of Arts, University of Benin. All views and ideas expressed in this study are a product of personal research, and any ideas borrowed from others were duly acknowledged.

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CERTIFICATION



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This is to certify that this work was duly carried out by **OSSAI REJOICE**, in the department of Mass communication, Faculty of Arts, University of Benin, Benin City in partial fulfillment of the requirement for the award of Bachelor of Arts in Mass communication.

Dr. Ndubuisi Umoro
(Project Supervisor)
Department)

Dr. Daniel Ekhareafo
(The head of

Date: _____

Date: _____



DEDICATION

I dedicate this project work to the grace and guidance of God. His unwavering support has been my constant companion throughout this journey. I acknowledge God's presence in every success and challenge, and I offer my deepest gratitude for His blessings and inspiration.



ACKNOWLEDGEMENT

I am immensely grateful to the Almighty God for granting me the strength, wisdom, and perseverance throughout this project. The availability and sufficiency of God's grace has been my source of fortitude all along.

I express my sincere gratitude to my supervisor, Dr. Ndubuisi Umoro, for his invaluable support, constructive feedback, and mentorship throughout this project. Your expertise and guidance have been instrumental in shaping this work, I am really grateful sir.

I deeply appreciate the department of Mass communication, University of Benin, for providing the necessary resources and facilities for the successful completion of this project. My sincere gratitude goes to the Head of department (HOD), Dr. Daniel O. Ekhareafo, and also to my lecturers who have been my source of inspiration and impact in the course of my academic quest, Prof. Ezekiel Asemah, Mr. Sunday Ekerikevwe, Prof. Ambrose Uchennunu, Dr. Ene Obaje, Dr. Collins Kediehor, Prof. Orkaku, Dr. Nonso Nnabuife and Mrs. Ogonor.

To my Parents, Engr. Ossai Christopher and Mrs. Ossai Elizabeth, words cannot express the depth of my gratitude for your unwavering love, encouragement, counseling, endless financial support, prayers and understanding. Your belief in me has been my greatest motivation. I also extend my heartfelt gratitude to my Lovely siblings, Mrs. Nwose Cynthia, Mrs. Eloke Ngozi, Mrs. Precious Akporugo and Ossai Nnamdi.

My genuine appreciation goes to my spiritual father figures, Pastor Chikezie Joseph, Engr. Peter Adah and Apostle Charles Nwaokolo for their unstinting financial support, counselling and prayers. To my Aunties who turned mother figures, Mrs Anwuli , Mrs. Junia, Mrs Vieda and Barr. Lisa, I'm indeed grateful to you all.

To my friends (Sonia Osasumwen, Ojisua Marvelous Chidinma, Success Nwabuogor, Gift Osagie, Shewa Jeremiah and Julian Chinemerem) who turned sisters and a great Army, Thank you for being a memorable part of my academic pursuit, You are simply the best.



I am deeply grateful for the support and opportunity provided by Winners Campus fellowship, Ekehuan, University of Benin. This fellowship has not only enabled me to pursue my academic and professional goals but has also enriched my personal growth and development. I extend my heartfelt thanks to the fellowship President, Juliet Ayoba, Music director, Excel Uba and every member of the fellowship for their belief in my potential and their investment in my future."

I cannot drop the pen without deeply acknowledging my friends who turned brothers, Victor Obasi, Psalms Ohuejite and Micheal for their support all through this phase.

Finally, to all others who have supported, encouraged, and contributed to this project in any way, I extend my heartfelt appreciation. Your contributions have not gone unnoticed and have played a significant role in the successful completion of this endeavor.

God bless you all.

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ABSTRACT

This study explored the attitudes and knowledge of Benin residents towards the Corporate Social Responsibility (CSR) activities of the Nigerian Petroleum Development Company (NPDC) in the Niger Delta region. The Niger Delta, rich in oil resources, has been subjected to environmental degradation and social issues due to oil exploration and production activities.

The NPDC, as a major player in the region, has implemented various Corporate social responsibility initiatives aimed at addressing community needs and fostering sustainable development. This research employs surveys in gathering data on the perceptions of Benin residents towards NPDC's CSR activities. Findings suggest a varied understanding and perception of NPDC's CSR efforts, influenced by factors such as awareness, socio-economic status, and direct engagement with the company. While some residents appreciate the tangible benefits brought about by NPDC's initiatives, others express skepticism and dissatisfaction, citing issues of transparency, accountability, and the adequacy of CSR interventions. The study underscores the importance of effective communication, community participation, and stakeholder engagement in enhancing the effectiveness and acceptance of CSR initiatives in oil-producing regions like the Niger Delta. Based on the findings of the study, the researcher recommended among other things that NPDC and other stakeholders should improve CSR practices and foster positive relationships with host communities for sustainable development.



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The corporate social responsibility (CSR) activities of companies operating in resource-rich regions have increasingly gained attention as an integral part of sustainable development and community relations. The main aim of organizations engaging in corporate social responsibility is to maximize the positive impacts and reduce the negative ones (Carroll and Buchholtz, 2000). The concept of corporate social responsibility pertains to how businesses incorporate social and environmental considerations into their operations and engage with stakeholders. A company's ability to balance the demands of the economy, the environment, and society while also meeting the expectations of its stakeholders and shareholders is referred to as corporate social responsibility. In this sense, it will directly enhance the reputation of a company and strengthen its brand.

Mahmud et al. (2020) state that corporate social responsibility is treated as an excellent tool for accomplishing sustainable development by offering a win-win strategy. A win-lose strategy is unsustainable for any business. Hence, it is undeniable and admirable that corporations have a significant impact on our neighborhoods and society as a whole. Since most companies involved in oil and gas exploration and the production of forest products originated in the North, and because we are all in this together, the World Bank Group developed good practices for developing countries to emulate when it comes to corporate social responsibility. This improved the collaborative approach between developed and developing countries. A company's voluntary commitment to contribute to its improvement is essentially reflected in the idea of corporate social responsibility.

The Nigerian petroleum development company's corporate social responsibility initiatives encompass a wide range of activities, from infrastructure

development and healthcare services to education and community empowerment projects. These initiatives are often designed to mitigate the adverse impacts of oil and gas extraction and contribute to the well-being and development of the local population.

According to Osemeke, L., Adegbite, S., & Adegbite, E. (2016), corporate social responsibility (CSR) programs in Nigeria stem from the activities of multinational companies (MNCs) operating in sectors like oil extraction within the Nigerian economy. Their activities in local communities led to CSR violations, including gas flaring, oil spills, agitations in the community and militancy, and the disposal of toxic waste materials in rivers.

Due to the destruction of the communities' primary means of income (farming and fishing), the communities were deeply impoverished and agitated. Together, this sparked questions about how companies function in Nigerian society.

Ollong (2014) characterized corporate social responsibility (CSR) as the interaction between business and society, emphasizing that businesses should extend their role beyond merely providing goods and services. Similarly, the European Commission (EC, 2011) described CSR as the responsibility of businesses to acknowledge their impact on society and take actions to meet those responsibilities.

Benin, situated in the Niger Delta, has been a central hub for Nigeria's oil and gas exploration and production. The presence of the NPDC, a subsidiary of the Nigerian National Petroleum Corporation (NNPC), has played a pivotal role in the economic and social landscape of the region. In the pursuit of responsible and sustainable business practices, the Nigerian petroleum development company, like many other oil companies, has initiated various corporate social responsibility programs to address the socio-economic and environmental challenges faced by local communities.

Mugova et al. (2017) contend that corporate benevolence aims not only to cultivate positive stakeholder sentiments and encourage supportive actions like employment, purchasing, and investment opportunities, but also, in the long term, to reinforce stakeholders' identification with the company, maintain a positive corporate image, and influence stakeholders' socially responsible and advocacy behaviors.

Apart from the activities of the MNCs (multinational corporations), the failure

by successive Nigerian governments to fulfill their mandatory obligation of providing social amenities for communities has made multinational corporations quasi-government with community-depending and targeting multinational corporations to solve their economic problems. According to Transparency International, in 2017, approximately 25% of individuals in developing nations reported having paid a bribe for public services. This highlights governmental shortcomings across various levels, including the absence of institutional frameworks, insufficient transparency and accountability among public officials, and overall poor governance.

Corporate social responsibility initiatives in Nigeria have not been strategic in a way that provides a thorough engagement of businesses in society and nation-building but have been culturally oriented, reflecting the religion, ethnicity, traditions, and communal lifestyle

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of the people, which involves sharing, togetherness, and consensus. As such, corporate social responsibility activities in Nigeria are mostly discretionary and philanthropic, characterized by donations, charities, and community developments.

Most corporate entities, such as multinational corporations and financial institutions, are taking corporate social responsibility initiatives seriously. Some have corporate social responsibility departments and publish their environmental and corporate social responsibility reports in addition to their annual reports. Their corporate social responsibility initiatives involve mostly sponsorship in sports, beautification of roads, giving donations, and project implementation. Some of these projects include the provision of borehole water, youth empowerment, schools, and healthcare centers for the communities.

The research work aims to contribute to the broader discourse on corporate social responsibility in resource-rich areas, offering recommendations that can inform the strategies of the Nigerian petroleum development company and other corporations operating in similar contexts, with the ultimate goal of fostering more transparent, collaborative, and sustainable partnerships for the betterment of local communities in Benin and beyond. However, the effectiveness of these CSR efforts and their reception by Benin residents remain the concern of this research work.

1.2 Statement of the Problem

The Nigerian Petroleum Development Company (NPDC), a major player in the oil and gas industry operating in the Benin region of Nigeria, has undertaken a variety of corporate social responsibility (CSR) initiatives aimed at addressing the socio-economic and environmental concerns of local communities. However, the effectiveness and impact of these corporate social responsibility activities are contingent upon the attitudes and knowledge of Benin residents regarding the Nigerian petroleum development company's efforts.

The problem at hand lies in the existing gap in our understanding of how Benin residents perceive and comprehend the Nigerian petroleum development company's corporate social responsibility programs. This gap encompasses several key issues, such as awareness and knowledge gaps. It is unclear to what extent Benin residents are aware of the Nigerian petroleum development company's corporate social responsibility activities and how well they understand the objectives and outcomes of these initiatives.

Many studies on the corporate social responsibility of oil companies in Nigeria by Nigerian petroleum development companies have proven that oil companies largely stand to

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be exposed to more risk as some of their facilities and pipelines are being destroyed. Their corporate social responsibility programs are put together to win the hearts of their host communities and show the level to which they are responsible.

The extractive industry is one of the most important industries that foster economic growth around the world, in both developed and developing countries (Valor, 2005). Yet their activities are always seen in a negative light. This is due to the undesirable consequences of mineral extraction on the host communities of the minerals, an issue that is of particular interest and concern to the general public and governments (McDonald and Young, 2012). This is especially true of the upstream oil and gas sector in Nigeria.

Therefore, in a bid to achieve sustainable development in Nigerian petroleum development companies through all their corporate social responsibility activities, it is pertinent to ascertain the influence of the role of CSR programs on their sustainability. The policy and strategic implications of the Nigerian petroleum development company's corporate social responsibility strategies and policies may need adjustment based on the attitudes and knowledge of Benin residents.

It is essential to identify areas for improvement and potential policy recommendations to enhance the overall impact of corporate social responsibility initiatives. The problem, therefore, is the need to comprehensively assess the attitude and knowledge of Benin residents towards the activities of the Nigerian petroleum development company's corporate social responsibility.

1.3 Objectives of Research:

This study seeks to achieve the following objectives which are to;

1. To determine the level of awareness of Benin residents to the corporate social responsibility (CSR) activities of the Nigerian Petroleum Development Company (NPDC).
2. To identify misconception of Benin residents.
3. To investigate the attitudes of Benin residents towards the Nigerian petroleum development company's corporate social responsibility activities.
4. To find out the perception of Benin residents towards Corporate social responsibility initiatives.
5. To ascertain the influence the Nigerian petroleum development company's corporate social responsibility efforts as beneficial or problematic for the community.

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1.4 Research Questions

1. What is the extent to which Benin residents are aware of Nigerian petroleum development company's corporate social responsibility (CSR) initiatives?
2. What are the misconceptions related to the Nigerian petroleum development company's corporate social responsibility initiatives in the community?
3. How do Benin residents perceive and evaluate the Nigerian petroleum development company's corporate social responsibility initiatives activities?
4. What are the factors that shape residents' attitudes, leading to positive or negative perceptions of CSR initiatives?
5. Do residents view NPDC's CSR efforts as beneficial or problematic for the community?

1.5 Significance of the Study

This study holds significant importance as it can provide valuable insights

into how the Nigerian Petroleum Development Company (NPDC) and other corporations operating in resource-rich regions can enhance the impact of their corporate social responsibility initiatives. By understanding and addressing the attitudes and knowledge of Benin residents, these companies can align their corporate social responsibility efforts more effectively with community needs and aspirations.

The research is critical to improving community-corporate relations, a vital aspect of sustainable development in the Niger Delta and similar regions. By comprehending the perspectives of local residents, the Nigerian petroleum development company can build trust, foster collaboration, and promote mutual understanding, leading to more harmonious and productive relationships.

This study contributes to the broader goal of sustainable development in the Benin region. Effective corporate social responsibility programs have the potential to drive socio-economic progress and environmental sustainability. Understanding the community's attitude and knowledge can help shape corporate social responsibility projects that lead to tangible and lasting improvements in the quality of life for residents.

The research is instrumental in promoting transparency and accountability in corporate social responsibility. By evaluating knowledge gaps, identifying misconceptions, and encouraging resident engagement, the Nigerian petroleum development company can enhance the transparency of its corporate social responsibility initiatives and be held accountable for their outcomes.

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The study's findings are likely to yield practical policy recommendations for NPDC and similar corporations. These recommendations can inform the development of corporate social responsibility strategies that are not only more effective but also align with regulatory and ethical standards, promoting responsible business practices.

The study contributes to the academic literature on corporate social responsibility, community engagement, and sustainable development in resource-rich regions. It provides a nuanced understanding of the interplay between corporate entities and local communities, offering insights that can inform further research and academic discourse in this field.

Therefore, addressing this problem is not only essential for the Nigerian

petroleum development company but also holds broader implications for the oil and gas industry's engagement with local communities, sustainable development in resource-rich regions, and the promotion of responsible business practices in such contexts. This study seeks to bridge this gap in knowledge and understanding, offering insights and recommendations that can pave the way for more effective corporate social responsibility initiatives and long-term socio-economic and environmental sustainability in the Benin region.

The research has implications that extend beyond the Nigerian petroleum development company. Other oil and gas companies operating in resource-rich regions can draw upon the findings and recommendations to refine their corporate social responsibility practices, leading to a positive shift in how the industry interacts with local communities.

By considering the attitudes and knowledge of Benin residents, this study empowers the local population to have a voice in shaping the corporate social responsibility activities that directly affect their lives. It emphasizes the importance of community involvement and active participation in decision-making processes.

The significance of this study lies in its potential to transform the relationship between the Nigerian petroleum development company and Benin residents, leading to more meaningful, sustainable, and mutually beneficial corporate social responsibility initiatives. Moreover, it has the power to influence industry standards and practices, foster responsible business conduct, and promote the well-being of communities in resource-rich regions.

1.6 Scope of Study

This research focuses specifically on the Benin region, located in the Niger Delta of Nigeria. It aims to understand the attitudes and knowledge of residents within this specific geographical area towards the corporate social responsibility (CSR) activities of the Nigerian Petroleum Development Company (NPDC).

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1.7 Limitation of the Study

In the course of this research, the following problems were encountered: One limitation of the study is the potential bias introduced by the negative responses of some respondents when given the questionnaire. This could have affected the data collection process and the representativeness of the sample. Another limitation was distributing 400 questionnaires to 400 respondents Online was challenging due to

various factors, such as limited or no access to the internet among potential respondents, negative responses encountered when attempting to distribute the questionnaires, and criticism of the research topic. Despite these difficulties, the researcher persevered and successfully achieved the research goals.

1.8 Operational Definitions of Terms:

These are some words that need definition for better and clear understanding.

Attitude: The opinion of Benin residents towards the corporate social responsibility (CSR) activities of the Nigerian Petroleum Development Company (NPDC).

Benin Residents: They are people who reside within the geographic boundaries of the Benin region in the Niger Delta of Nigeria.

Corporate Reputation: Corporate reputation is how Benin residents see and judge a Nigerian petroleum development company based on its past actions and overall behavior.

Corporate Social Responsibility (CSR): Corporate Social Responsibility (CSR) simply entails how the Nigerian petroleum development company does good things for Benin residents, beyond what they're required to do by law.

Corporate social responsibility activities: Corporate Social Responsibility (CSR) activities are actions that the Nigerian petroleum development company take willingly to benefit Benin residents, going beyond what is legally required.

Knowledge: This is the level of awareness held by Benin residents about the Nigerian petroleum development company's corporate social responsibility initiatives.

NPDC: NPDC refers to the Nigerian Petroleum Development Company (NPDC), which is a subsidiary of the Nigerian National Petroleum Corporation (NNPC) involved in oil and gas exploration and production in Nigeria.

CHAPTER TWO LITERATURE REVIEW

2.1. Concept of Corporate Social Responsibility

Corporate social responsibility (CSR) has been a globally recognized activity

that helps to build a company's image. Corporate social responsibility has been discussed by many scholars, but irrespective of that, many firms still lack the information that has been communicated about corporate social responsibility. It is an integral part of retailers global strategies and activities undertaken within their framework and is meant to increase the company's competitive advantage through strengthening their image (Stefańska & Wanat, 2014).

The history of corporate social responsibility dates back to as early as the 1950s in the USA, when businesses and academic researchers started exploring the relationship between business and society (Carroll, 1999). Ishola and Ishola (2019), the proponents of corporate social responsibility, believe that there is a symbiotic relationship between an organization and its operating environment. The concept of corporate social responsibility became popular in the early 21st century.

Almost every large organization applies corporate social responsibility as a whole to meet customer needs (Vahdati, Mousavi, & Tajik, 2015). Carroll and Shabana (2010) describe corporate social responsibility as an optional pledge by a company to contribute to the communities in which it operates through its actions. This means that corporate social responsibility is seen as an initiative where an organization gives back to its host communities. It infers maintaining an equitable and workable societal balance among the claims of the various stakeholders of an organization (Frederick, 2006).

Yadavand Jain (2016) also stated that corporate social responsibility refers to the initiatives an individual corporate entity undertakes as an extra effort for the welfare of society and the environment as a whole.

According to Kehinde and Worlu (2018), corporate social responsibility is one of the morals and ethics that entail and maintain principled leadership and conduct that create solutions to societal issues. Corporate social responsibility is globally implemented and reported by corporations in order to show their stakeholders they enthusiastically support social and environmental matters and are 'doing good' (Verlouw, 2015). Not considering the

fact that corporate social responsibility is growing fast and globally, few people have actually carried out research on its impact on the perceptions of consumers.

The essence of corporate social responsibility (CSR) hinges on the external relationships and interests among stakeholders, including the company, operators, and shareholders, and their perspectives and expectations regarding the company's sustainable development. Engaging in social responsibility is essential for companies as it garners support from investors and stakeholders, fostering favorable internal and external environments conducive to sustainable growth.

The field of corporate social responsibility has become a fast-growing part of long-lasting enterprises in the past decade. In the present era, companies prioritize not only their reputation but also financial incentives when adhering to corporate social responsibility practices. Milton Friedman (1970) asserted that a business's social responsibility is to enhance its profitability. It's understood that a company's economic outlook is mirrored in its stock returns and volatility.

Corporate social responsibility (CSR) can be seen as the "economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time" (Carroll & Buchholtz 2003, p. 36). The concept of corporate social responsibility entails that organizations possess moral, ethical, and philanthropic obligations alongside their duty to generate a fair return for shareholders and adhere to legal requirements.

Carroll and Buchholtz's comprehensive four-part elucidation of corporate social responsibility underscores its diverse aspects. The economic obligations outlined in the definition pertain to society's anticipation that organizations will provide necessary and desired goods and services to customers, offering them at reasonable prices. Organizations are expected to be efficient and profitable and to keep shareholders interests in mind. The expectation that organizations will abide by the laws established by society to control competition in the market is related to their legal responsibilities. Numerous legal obligations, such as those pertaining to employment, the environment, and consumer and product regulations, control practically every facet of an organization's operations. The ethical obligations relate to cultural norms that transcend legal requirements, such as the expectation that businesses will manage their operations in an equitable and just manner. This means that, even in cases where societal norms are not expressly codified in law, organizations are

expected to operate not only in accordance with the law but also proactively to anticipate and meet such norms.

Finally, the expectation of good citizenship by society is referenced in the discretionary obligations of corporations. This could entail things like charitable funding of initiatives that help the country or a community. It might also entail giving staff members' time and expertise to deserving causes. Corporate social responsibility (CSR) is a business concept whereby a company seeks to behave in socially and environmentally responsible ways so that its business contributes to society in meaningful and lasting ways (Hopkins, 2007). Scarlett (2011, p. 3) avers that "companies are incentivised to engage in socially responsible programs because of the potential benefits to business, which include brand enhancement, mark differentiation, and employee satisfaction." This implies that organizations carry out corporate social responsibility activities with a view to reaping certain benefits.

Corporate social responsibility is the ongoing commitment made by businesses to act morally, promote economic growth, and enhance the standard of living for employees and their families, as well as the local community and society at large; it is one of the management strategies where companies try to create a positive impact on society while doing business. Social responsibility is an ethical ideology or theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large (Asemah, Edegoh, & Anatsui, 2013). Corporate social responsibility is not a difficult concept and can be explained as follows: corporate means organized business, social means everything dealing with people, and responsibility means accountability between the two.

The term corporate social responsibility means that a business has an obligation to society that extends beyond its obligation to its shareholders or owners. The philosophy is basically to give society what it has taken from it. During profit maximization and wealth creation, it could take the form of community relationships, volunteers' assistance programs and scholarships, preservation of cultural heritage and the environment, etc. Corporate social responsibility, also called corporate responsibility or corporate citizenship, and responsible business are concepts that consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities, other

stakeholders, and the environment.

There is no single commonly accepted definition of corporate social responsibility, but following US-UK tradition, it can be defined" as operating a business in a manner that meets or excels the ethical, legal, commercial, and public expectations that a society has from the business."In the last twenty years, there has been a sea change in the nature of the triangular relationship between companies, the state, and society. No longer can firms continue to act as independent entities, regardless of the interests of the general public.

The evolution of the relationship between companies and society has been one of slow transformation from a philanthropic coexistence to one where the mutual interests of all the stakeholders are gaining paramount importance. Companies are beginning to realize the fact that in order to gain strategic initiative and ensure continued existence, business practices may have to be molded from the normal practice of solely focusing on profits to factor in public goodwill and responsible business etiquette (Reynard and Forstater, 2002).The European Foundation for Quality Management (EFQM, 2007) presents some common characteristics of corporate social responsibility, which are:

1. Meeting the needs of current stakeholders without compromising the ability of future generations to meet their own demands.
2. Integrating social, environmental, and economic policies into day-to-day business.
3. Accepting corporate social responsibility voluntarily, rather than as a legal requirement, because it is seen to be in the long-term interest of the organization. Components of corporate social responsibility Corporate social responsibility (CSR) typically encompasses various components that reflect a company's commitment to ethical, social, and environmental responsibility. While different frameworks and models may have slightly different categorizations, here are the commonly recognized components of corporate social responsibility:

Economic Responsibilities

The primary obligation of an organization is its financial obligation, which

means that it must prioritize making a profit. This is due to the obvious truth that a business cannot survive without revenue; without revenue, employees will lose jobs, and the organization will be unable to focus on fulfilling its social obligations. A business must ensure that it can turn a profit before considering how to be a decent corporate citizen (Smith, n. d.). This suggests that economic responsibility includes things like honesty, corporate governance, community economic growth, transparency, bribery and corruption prevention, payments to local and

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national government agencies, using local suppliers, employing local workers, and other related things.

Employee Health and Wellness

Organizations must assume social responsibility towards their employees. Employees are the organization's most valuable asset. Because employees' life expectancy is influenced by their lifestyle choices, companies must provide tools and incentives that encourage employees to adopt or maintain a healthy lifestyle. There is also the need to offer a variety of benefits aimed at protecting employees' physical and emotional health (Lantos, 2001).

Environmental Integrity

Corporate social responsibility also includes the obligation to protect and even improve the environment for the benefit of current and future generations. Protecting the environment is good for business. It not only enriches the lives of our employees, clients, and their loved ones, but it can also reduce our expenses and improve our bottom line (Lantos, 2001). Through actions such as, but not limited to, using energy-efficient properties, reducing reliance on paper, and investing in alternative energy and clean air technology, Environmental responsibility includes a preventative approach aimed at preventing or minimizing negative impacts, supporting initiatives, promoting greater environmental responsibility, developing and disseminating environmentally friendly technologies, and similar areas (Lantos, 2001).

Ethical Responsibilities

Ethical responsibilities are obligations that a company imposes on itself because its owners believe it is right to do so, not because they are obliged to do so. Ethical responsibilities could include being environmentally friendly, paying fair

wages, or refusing to do business with oppressive countries (Smith, n.d.). Ethical CSR entails incorporating responsible practices that minimize the societal harms of business operations (Lantos, 2001). There are many ways for organizations to implement ethical business practices; these include minimizing environmental pollution from manufacturing facilities and providing healthcare benefits to employees.

Legal Responsibilities

The legal responsibility of a company corresponds to the legal requirements. According to the theory of corporate social responsibility, the most important responsibility, in addition to ensuring the profitability of the organization, is to ensure that it complies with

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all laws. Legal obligations may include securities regulations, labor law, environmental law, and even criminal law (Smith, n.d.).

Philanthropic Responsibilities

Philanthropic responsibility is a responsibility that goes beyond what is simply necessary or what the company sees fit. They involve making an effort to benefit society, for example, by donating services to community organizations, engaging in projects to aid the environment, or donating money to charitable causes (Smith, n.d.). The social responsibility of philanthropic companies includes the donation of funds, goods, or services, sometimes used as advertising.

Asemah, Okpanachi, and Olumuji (2013) opine that philanthropic corporate social responsibility describes a company's support for an activity that occurs outside of its business operations but provides benefit to society. Typically, companies will select a cause or organization to donate to, such as donating equipment or technology or employee time. Under the corporate social responsibility umbrella, there are different motivations that drive a company's involvement and actions. These motivations are altruistic and strategic. Altruistic motivations are embedded in the company's character as a part of its institutional values and culture (Matten, 2008). Strategic motivations, on the other hand, are more akin to business investments, where company investments are expected to generate a return on investment.

Regardless of the motivation, corporate social responsibility (CSR) has

become an essential tool for assessing a firm's reputation and its public image. Lantos (2001), Matten (2008), and Du (Bhattacharya, 2010) under the umbrella of philanthropic corporate social responsibility, there are distinguishing elements that drive motivation for a company's involvement and actions; these differences are represented by altruistic (intrinsic) and strategic (extrinsic) motivations (Lantos, 2001; Matten & Moon, 2008; Du, Bhattacharya, and Sen, 2010). Altruistic motives are woven into the corporation's character as part of its intrinsic institutional values and environment (Matten & Moon, 2008). However, strategic motivations are viewed more as a corporate investment where the company's contribution is expected to generate a profitable return (Lantos, 2001). Whatever the motives, it is certain that corporate social responsibility has become an important tool for measuring a company's reputation and public image (Ellen, Webb, and Mohr, 2006).

2.2 HISTORY OF THE NIGERIAN PETROLEUM DEVELOPMENT COMPANY LIMITED (NPDC)

Nigerian National Petroleum Corporation was established on the 1st of April 1977 as a merger of the Nigeria National Oil Corporation and the Federal Ministry of Mines and Steel. It is the Oil Corporation through which the federal government of Nigeria regulates and participates in the country's petroleum industry.

The oil industry is divided into the upstream, midstream and the downstream sectors; this gave rise to the establishment of subsidiaries in the NNPC of which the Nigerian Petroleum Development Company(NPDC) is one of such subsidiaries established in 1988 with its administrative headquarters in 62/64 Sapele Road, Benin City.

The New Head Office of the Nigeria Petroleum Development Company(NPDC) is located along the Airport/Ogba Road (By the Ogbe Market) in the heart of Benin City.

The Nigerian Petroleum Development Company (NPDC) Ltd is a fully-owned subsidiary of the Nigerian National Petroleum Corporation (NNPC) engaged in Oil & Gas Exploration and Production activities in the hydrocarbon-rich regions of coastal Nigeria, both onshore and offshore; and more recently, around Equatorial Guinea.

NPDC's operations are centered mainly in the Niger Delta and span five states in Nigeria (Edo, Delta, Imo, Bayelsa and Rivers). Her activities cover the entire spectrum of the upstream oil and gas business from exploration to abandonment.

The company was assigned ten concessions comprising of OPL 90 (offshore), OPL 91 (offshore), OPL 110 (onshore), OPL 135 (onshore), OPL 113 (onshore), OPL 450 (Onshore), OPL 474 (onshore tar), OML 64 (onshore), and OML 65 (swamp).

NPDC commenced operation in 1989 with Abura field as the only source of revenue generation. On January 29th 1996, NPDC successfully started production from a second field (Oredo) which is situated in the Ologbo area of Edo state within the concession boundaries of OML 111. In the year 2002, the 3rd field (Oziengbe south) was established.

Currently, NPDC has quite a number of onshore and offshore assets which are either fully owned and directly operated (Oredo field in OML 111, Okono and Okpoho fields in OML 119) or assets which the company has gone into Joint Venture (JV) or Production Sharing Contract (PSC) partnership with other oil and gas companies. Examples include Chevron Joint Venture (a JV partnership between NPDC and Chevron Nigeria Limited, CNL), Shell Joint Venture (a JV partnership between NPDC and Shell Petroleum

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Development Company of Nigeria, SPDC), OML 42 Asset Management Team (AMT) which is between NPDC and Neconde Energy Limited, etcetera.

NPDC has its administrative office at 62/64 Sapele road, Benin City, Edo state, Nigeria with other offices at Warri and Port Harcourt and liaison offices at Abuja and Lagos.

The key objectives of the company include:

1. To produce hydrocarbon (oil, gas and condensate) from NPDC assigned concessions.
2. To increase NPDC hydrocarbon reserves.
3. To profitably market NPDC's crude oil, gas and condensate.
4. To train and develop good quality work force to meet NPDC's business needs in all facets of the company's operation
5. To operate a safe and friendly environment consistent with standards in the Nigerian oil industry.



2.2.1 ORGANIZATIONAL STRUCTURE OF NPDC

NPDC has twelve (12) divisions and is headed by a Managing Director. The divisions are headed by General Managers and Executive Directors. Each division has departments and these departments are headed by Managers. The departments have different sections and these sections are headed by Deputy Managers. The twelve divisions of NPDC are:

1. Asset Management Division (AM)
2. Engineering and Technical Services Division (ETSD)
3. Exploration and Development Division (E&D)
4. Health, Safety and Environment Division (HSE)
5. Information Technology Division (ITD)
6. Legal and Company Secretary/Legal Adviser Division (CSLA)
7. Support Services Division (SS)
8. Finance and Accounts Division (FAD)
9. Procurement Division (SCMD)
10. Gas Development Division (GDD)
11. Community Relations and Security Division (CR&S)
12. Planning and Commercial Division (P&C)

2.3 Review of Empirical Studies

Onyilo Theresa (2018) carried out a research on "the evaluation of the Corporate social responsibility of the Nigerian petroleum development company in Ologba Community, Edo state.

She built the study on the framework of two theories which include the social exchange theory as well as the instrument of data collection. Findings from the study revealed that the Nigerian petroleum development company has been very practical in its performance in Corporate social responsibility in Ologbo community. It was also discovered that as a result of that, the Organization has enjoyed immense support from members of the community which has led to increased productivity. This study therefore recommended that the Organization should ensure to carry out



research on the community so as to know their exact needs and provide them in order to avoid wastage of time and resource; it also recommends that the Organization should set a committee that would monitor the maintenance of existing projects to prevent damage.

PW Andabai and BK Basuo (2013) conducted a research on Multinational Oil Companies and Corporate Social Responsibilities: The Host Communities Experience. They stated that international oil companies must fully embrace the concept of corporate social responsibility to support peace and development in oil producing communities (Niger Delta Region, Nigeria). Therefore, the study examined multinational oil companies and corporate social responsibilities with particular reference to host communities' experience.

An accessible population of ten (10) communities in Bayelsa State were surveyed. Primary and secondary data were used and analyzed using tables, percentages, means, frequency distribution and chi-square (χ^2). The result shows that there is no significant positive relationship between multinational oil companies and corporate social responsibility towards host communities. The study therefore recommends that international oil companies build close relationships with host communities by providing them with social services and employment opportunities. It was emphasized that the government should monitor the social activities of international oil companies and protect them from inhumane treatment that harms the environment and the health of community residents. The government should also provide social and other related services to oil producing communities.

A more recent research work carried out by Nyerhovwo Muogboghare and Jammy Seigha Guanaah (2023) in their study; Misconception of Corporate social responsibility of Oil Companies on their Host Communities: A Study of SHELL Petroleum Development Company and Communities in Delta State, Nigeria.

It was ascertained from the study that over time, there has been a strained relationship between the residents of the Niger Delta region of Nigeria and the Shell Petroleum Development Company (SPDC) due to the perceived inadequate implementation of Corporate Social Responsibility (CSR) initiatives by SPDC. SPDC,

however, maintains that they are merely a company and cannot take on the role of the government in the development of the region. The aim of the study was to gain an understanding of the current perception of Corporate social responsibility among residents of the Niger Delta in Nigeria. It was anchored on Stakeholder theory. A secondary research was conducted to explore previous views and evolution of corporate social responsibility, but it only provided insight into the concept without any conclusion. As a result, a primary research was carried out using an ethnographic qualitative method in eight oil-producing communities in Delta state, where the inhabitants were reluctant to disclose information to strangers. The findings revealed that while the residents had a favourable perception of Corporate social responsibility, they were inflexible in their insistence that it should be mandatory for SPDC to undertake CSR initiatives due to the environmental hazards resulting from the company's operations. It was recommended that public enlightenment programmes, on behalf of the SPDC/Government/Communities, could help change people's perception about who is responsible for what, and how the communities should be managed. It was also recommended that SPDC should strengthen its community relations team to interact more with the community and improve its corporate image.

AJIDE, O.E (2017) conducted a critical assessment of corporate community engagement (CCE) in the Niger Delta. Robert Gordon University, PhD thesis.

This thesis provides a new contribution to the field of corporate social responsibility in the area of corporate community engagement (CCE) and public relations in the area of organizational public relations (OPR). The work focuses on the relationships of the Nigerian oil and gas industry in the Niger Delta region. The study provided valuable insights into how CCE works to improve stakeholder relations and other desired outcomes, thereby contributing to expanding knowledge about CSR in public relations. In CCE practice, the study highlights the importance of relationship management as a viable and robust strategy

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that can bring long-term benefits to organizations and society at large. A qualitative approach was adopted which was deemed appropriate in the study, focusing on assessing stakeholders' perspectives on the relationship between an oil and gas company and the host community in the Niger Delta region of Nigeria. Additionally, examine how stakeholders combine their understanding of the determinants of the

relationship between the oil and gas company and the host community. Semi-structured interviews were the main source of data collection from various stakeholders during fieldwork in Nigeria. Secondary methods served as a crucial but minor role and were used primarily for the purpose of the researcher as a tool to double check the interview findings.

Thirty-five respondents expressed their views and opinions on the relationship between oil and gas companies and communities in the region. The study revealed the importance of culture, social awareness, social identity, corruption, insecurity, mediation and weak institutional structures as key factors in oil and gas companies' relationships with host communities. Additionally, the study used a survey on key elements of relationship success (e.g., monitoring reciprocity, trust, commitment, and satisfaction) for qualitative assessment. The developed framework also emphasized the need to utilize these factors to evaluate and build a successful long-term relationship. Another important finding is that there is a significant difference between the way international oil companies and indigenous oil companies interact with the community. This finding suggests that Indigenous oil companies take a better approach to engaging host communities.

Abdullahi N Ndajiya (2014) conducted an investigation on the corporate social responsibility (CSR) exercised by the multinational oil companies (MNOCs) operating in the Niger Delta, and its impact on sustainable development (SD) in this important region of Nigeria. Particular focus was given to sustainable improvement in well-being and enhancement of socio-economic development for the local communities. This investigation was carried out by these mediums, archival from newspapers, magazines documents on CSR in Niger Delta from NGOs, documents from oil company's websites and interview data from forty participants from the local communities, stakeholders and senior managers from the MNOCs were obtained. The MNOCs' CSR and SD policies and practices were also inspected from the company's website and photographs of the local environment around the MNOCs extraction suites and plant were also collected. These data were then analysed using: photo voice, document analysis, constructivist grounded theory, website-based content analysis, and covert participant observation. The study identified discrepancies between the

MNOCs declared online CSR and SD policies and practices and those in operation in

the Niger Delta region. Findings from the research work shows that local communities are marginalised. To address this, it was argued that Ruggie's frameworks, Sen's capability approach for a full life, and Bowen's list of social goals should be used as guiding principles by the MNOCs in the Niger Delta region. The study offers theoretical, empirical and methodological contributions to the studies of business ethics, international management and international business by offering new insights into CSR and SD.

2.4 Theoretical Framework

This research explores the Social Exchange Theory, Stakeholder Theory, and Legitimacy Theory; three fundamental organizational theories that have shaped modern viewpoints. Comprehending these frameworks is vital for grasping decision-making, organizational dynamics, and social relationships. The concepts of each theory and their application to the attitude and knowledge of Benin residents towards Nigerian petroleum development company's corporate social responsibility activities are thoroughly examined in the sections that follow.

2.4.1 Social Exchange Theory

According to this theory, developed by sociologist George Homans(1958) people weigh the potential benefits and risks of social relationships. When the risk outweigh the rewards, people will terminate or abandon that relationship.

Social exchange theory suggests that social interactions are based on the principle of reciprocity, where individuals seek to maximize rewards and minimize costs in their relationships. It emphasizes the idea that people weigh the benefits and drawbacks of interactions, and they are more likely to engage in behaviors that bring positive outcomes.

This theory helps explain how individuals make decisions about forming and maintaining relationships based on perceived rewards, fairness, and the expectation of future benefits.

Social exchange theory suggests that we essentially take the benefits and subtract the costs in order to determine how much relationship is worth. This theory suggest that one major factor of every interpersonal relationship is making sure that both parties are content and there is nothing bad in considering your personal interest in a relationship, in fact it enhance a healthy and successful relationship, when choosing a relationship the benefits should be more and in getting a health you must first put in "cost such as emotions, money, etc. and people can end any

relationship that they are not benefitting from.

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Social exchange theory is relevant in the context of the Nigerian Petroleum Development Company's (NPDC) corporate social responsibility (CSR) to Benin residents. This theory suggests that social interactions are based on the principle of reciprocity, where individuals or entities expect mutual benefits from their relationships.

In the context of NPDC's CSR, applying social exchange theory means that the company engages in activities that benefit the Benin residents, fostering a positive relationship. This could include community development projects, environmental initiatives, or educational programs. The company gains social approval and support in return, which can contribute to its overall reputation and social license to operate.

By understanding and applying social exchange theory, NPDC can tailor its CSR initiatives to meet the needs of the Benin community, creating a positive exchange that benefits both the company and the residents. This approach can enhance the effectiveness and sustainability of CSR efforts.

2.4.2 Stakeholder Theory

A theory that aligns with the research is Stakeholder Theory. According to (Bhasin, 2020), the theory emphasizes the connections between organization and all stakeholders with an interest in it, including clients, staff, vendors, investors, media, government, political parties, non-governmental organizations, regulations, trade associations and trade unions, and the general public. This suggests that the company should prioritize its stakeholders' requirements rather than only the shareholders.

Stakeholder theory is a view of capitalism that emphasizes the interdependence between a company and its customers, suppliers, employees, investors, communities, and other stakeholders with a stake in the organization. The theory states that a company must create value for all stakeholders, not just shareholders. R. Edward Freeman first described in detail in 1984 the stakeholder theory of organizational management and business ethics, which deals with morals and values in the management of an organization.

2.4.3 Legitimacy Theory

Suchman (1995, p. 574) believes that "legitimacy is the general perception or

belief that an individual's actions are desirable, proper, or appropriate within a system of socially constructed norms, values, beliefs, and definitions."As we conceptualize it, legitimacy theory is a mechanism that helps organizations implement and develop voluntary social and environmental statements to fulfill their social contract, which allows them to recognize their

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goals and survive in unstable and turbulent times. The public perception of the organization's

activities is consistent with society's expectations. In the situation when the organisation's activities do not respect the moral values, the organisation is severely sanctioned by the society; these sanctions may even lead to the failure of the organisation. The organisation has to justify its existence through legitimate economical and social actions that do not jeopardize the existence of the society in which it carries on, nor the environment.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research design

The research design adopted for this study is survey method. A survey is an empirical study that uses questionnaires or interview to discover descriptive characteristics of a phenomenon. According to Asemah et al (2022), the term "survey" means the process of looking at something in it's entirety. Surveys are used across communication studies, it is often thought of as pools, questionnaires studies and interviews in which large group of people are asked their views about a subject matter.

3.2 Population of the study

The population of the study in this context refers to the particular group of individuals concerned by the subject matter.

The population of this study consists of the three local government council that constitutes the heart of Benin city residents, they include; Oredo with the population of 553,300, Egor 502,700 and Ikpoba-okha 549,700 with a total of 1,605,700. The population of the study is 1,605,700.

3.3 Sample Size

This is the number of persons that the researcher wants to administer questionnaire for the study from the selected population. The sample size for this study was determined using Taro Yamane formula;

$$n = \frac{N}{1 + N(e)^2}$$

Where: n= desired sample size

N= population for study

1= constant

e= expected margin of error

$$\begin{aligned} \text{Therefore } n &= 1,605,700 / 1 + 1,605,700(0.10)^2 \\ &= 1,605,700 / 1 + 1,605,700 (0.01) \\ &= 1,605,700 / 1 + 16,057 \\ &= 1,605,700 / 16,058 \\ &= 99.994 \\ &= 100 \text{ App.} \end{aligned}$$

Hence, the sample for this study is 100.

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3.4 Sampling technique

The sampling methodology employed in this study is expounded, with a primary reliance on the multi stage sampling technique.

The purposive sampling technique was used for this study. According to Asemah et al (2022), purposive sampling is a sampling method where the researcher uses his personal judgment to select respondents that best fit the purpose of study. With this method, the researcher will pick those considered to have the exact attributes, qualification or information needed for the research.

This study also employs the quota sampling technique which is being used to determine the particular local government in Edo region as the population is too large to be sampled, therefore the local government areas are Oredo, Egor and Ikpoba-okah.

3.5 Research instrument

Questionnaire was used for data collection. A questionnaire is a set of questions designed to investigate a given subject matter. It is an instrument used to elicit data from respondents. The open and close ended system was adopted since some question cannot give accurate and satisfactory information using just a closed ended style of questionnaire.

3.6 Validity of Instrument

Validity according to Boyd (2017) is the extent to which a measurement tool measures what it is supposed to measure. Thus, validity is seen as the extent to which measurements are useful in making decisions relevant to a given purpose. The instrument was validated by the project supervisor ascertained if the questions adequately covered the research topic and were able to answer the research



questions highlighted in the study at the end of the data analysis.

3.7 Reliability of the instrument

Reliability is defined by Mehren and Lehmann(1991) as the degree of consistency between two measures of same thing. It is the consistency obtained by the researcher when retest with identical test or with equivalent form of test on different occasions. The researcher will conduct a pre-test study in order to know if result is consistent with that of the main findings.

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3.8 Method of data analysis

The researcher will use the quantitative data analysis method using table of frequencies and simple percentage calculations to analyse the data gathered from respondents via questionnaire.



CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

This chapter provides a detailed presentation and analysis of data generated through the administration of questionnaire.

To analyze and discuss the data gathered in the course of the study, 400 online questionnaire were administered to Benin residents in three local government areas (Egor, Ikpoba-okah and Oredo in Benin City, Edo state.

The survey consisted of twenty-one questions, Six of which asked about the respondents' age, gender, marital status, occupation, religion and level of education.

The various respondents were chosen based on multi stage sampling technique in order to ensure a representative sample of Benin residents across diverse local government areas. By dividing the sampling process into stages, the study could efficiently collect data from various parts of the city while maintaining geographic balance. This approach also allowed for random selection within each stage, minimizing bias and increasing the validity of the findings. Ultimately, multi-stage sampling enabled the study to capture a broad range of perspectives and experiences, enhancing the richness and reliability of the data analysis and discussion.

4.1 Data Analysis and Presentation

Table 1: Gender of Respondents

Variables	Frequency	Percentage
Male	144	36%
Female	256	64%
Total	400	100%

SOURCE: Field Survey, 2024



Interpretation: From the table above, it shows that 144 respondents, representing 36% of the total respondent for this study are male, while 256 respondent representing 64% of the total respondent for this study are female. This shows that females are more involved in the study.

Table 2: Age Bracket of Respondents

Variables	Frequency	Percentage
18-25	180	45%
26-35	140	35%
36-45	36	9%
46-55	28	7%
56 and above	16	4%
Total	400	100%

SOURCE: Field survey, 2024

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Interpretation: The table above shows that 45% representing 180 respondents falls within the ages of 18–25 years, 35% representing 140 respondents falls within the ages of 26–35 years, 9% representing 36 respondents falls under 36- 45 years, 7% representing 28 respondents falls under 46-55 and 4% representing 16 respondents falls under 56 and above. This shows that youths between the ages of 18-25 years are more involved in the study.

Table 3: Educational Qualification of Respondents

Variables	Frequency	Percentage
SSCE	108	27%
OND/NCE	48	12%
BSC/HND	196	49%
MSC/MBA	48	12%
Total	400	100%

SOURCE: Field Survey, 2024

Interpretation : From the table above, it shows that 27% representing 108 respondents acquired SSCE, 12% representing 48 respondents acquired OND/NCE, 49% representing 196 respondents acquired BSC/HND and 12% representing 48 respondents acquired MSC/MBA. This implies that the respondents are educated.

Table 4: Marital status of Respondents

Variables	Frequency	Percentage
Single	284	71%
Married	104	26%



Divorced	12	3%
Total	400	100%

Interpretation: From the table above, it shows that 71% representing 284 respondents are single, 26% representing 104 respondents are married and 12% respondents representing 12 respondents are divorced. Single people are more involved in the study.

Table 5: Religion of Respondents

Variables	Frequency	Percentage
Christianity	376	94%
Islam	20	5%
Traditional	4	1%
Total	400	100%

SOURCE: Field Survey 2024.

Interpretation: The table 5 above distribution shows that out of the 400 respondents, 376 were Christians which is (94%) of the total population, 20 respondents (5%) were Christians while 4 respondents were traditionalist which is (1%).

Table 6: Occupation of Respondents

Variables	Frequency	Percentage
Student	168	42%
Employed	116	29%
Unemployed	36	9%
Self Employed	80	20%
Total	400	100%

SOURCE: Field Survey 2024

Interpretation: From the table above, it shows that 42% representing 168 respondents are students, 29% representing 116 respondents are employed, 9% representing 36 respondents are unemployed and 20% representing 80 respondents are self employed.

Table 7: I have heard of the term CORPORATE SOCIAL RESPONSIBILITY?

Variables	Frequency	Percentage
Strongly agree	160	40%
Agree	152	38%
Neutral	64	16%

Diagree	20	5%
Strongly disagree	4	1%
Total	400	100%

SOURCE: Field Survey 2024

Interpretation: From the table 7 above, 40% representing 160 respondents strongly agreed that they have heard about corporate social responsibility, 38% representing 152 respondents agreed to it, 16% representing 64 respondents are neutral, 5% representing 20 respondents disagreed to it and 1% representing 4 respondents strongly disagreed to it. From the interpretation, it shows that majority of respondents have heard about Corporate social responsibility.

Table 8: What is your level of exposure to the Nigerian Petroleum Development Company (NPDC) and its corporate social responsibility activities in the Niger Delta?

Variables	Frequency	Percentage
Very high	52	13%
High	96	24%
Neutral	144	36%
Low	92	23%
Very low	16	4%
Total	400	100%

SOURCE: field Survey, 2024

Interpretation: The distribution above shows that 13% representing 52 respondents indicated that there is a very high level of exposure to the Nigerian petroleum development company and it's corporate social responsibility activities in the Niger Delta, 24% representing 96 respondents exposure is high, 36% representing 144 respondents is neutral, 23% representing 97 respondents exposure is Low while 4% representing 16 respondents is very low. From the interpretation majority of respondents are neutral in their exposure towards the Nigerian petroleum development company's corporate social responsibility activities in Niger delta.

Table 9: Corporate social responsibility activities have positive impact on the community?

Variables	Frequency	Percentage
Yes	336	84%
No	64	16%
Total	400	100%

SOURCE: field Survey, 2024

From the table, 84% of the respondents are of the opinion that corporate social responsibility have positive impact on the community , but 16% of the respondents are of the view that corporate social responsibility activities have negative impact on the community.

Table 10: Have you participated in or attended any Corporate social responsibility events organized by the Nigerian petroleum development company?

Variables	Frequency	Percentage
Yes	312	78%
No	88	22%
Total	400	100%

Source: field Survey, 2024

Interpretation: Responses from table 10 reveals that 78% of respondents have attended corporate social responsibility events organized by the Nigerian petroleum development company while 22% of respondents have never attended any.

Table 11: How would you rate the overall effectiveness of the Nigerian Petroleum Development Company's Corporate Social Responsibility activities in the Niger Delta?

Variables	Frequency	Percentage
Highly effective	24	6%
Effective	116	29%
Neutral	156	39%
Ineffective	84	21%
Highly ineffective	20	5%
Total	400	100%

Source: Field Survey, 2024

Interpretation: The table presents the evaluation of the Nigerian Petroleum Development Company's (NPDC) Corporate Social Responsibility (CSR) activities in the Niger Delta region, categorized by effectiveness levels. The data is based on

responses from 400 individuals.

It was observed that 6% of respondents perceive NPDC's CSR activities as highly effective, 29% of respondents rates them as Effective, 39% of respondents adopts a neutral stance, 21% of respondents rates them as ineffective while 5% of respondents views them as highly ineffective.

Considering the breakdown of responses, NPDC's CSR activities in the Niger Delta can be rated as moderately effective, with clear indications from the combination of majority of respondents who says it's highly effective and effective.

Table 12: People tend to be distrustful of NPDC CSR initiatives?

Variables	Frequency	Percentage
Strongly agree	72	18%
Agree	204	51%
Neutral	96	24%
Disagree	24	6%
Strongly disagree	4	1%
Total	400	100%

Source: Field Survey, 2024

Interpretation: From the table 18% of respondents strongly agree expressing trust in NPDC'S CSR initiatives, 51% of respondents agree, 24% of respondents maintain a neutral stance, 6% of respondents disagree with the statement and 1% strongly disagree. It can be observed that majority of respondents either agree or strongly agree, indicating a significant level of trust in NPDC's CSR initiatives.

Table 13: If you agree with the above assertion, what is your major reason for this distrust?

Variables	Frequency	Percentage
Negative past experiences of host communities	64	16%
Limited community involvement	36	9%
Environmental concerns	92	23%
Lack of transparency of the Organization	52	13%
Delayed or unfulfilled promises	36	9%
All of the above	120	30%
Total	400	100%

Source: Field Survey, 2024

Interpretation: Using the table, 16% of respondents cited negative past experiences of host Communities as a factor for contributing to this distrust, 9% of respondents acclaims it to Limited community involvement, 23% of respondents attributes it to environmental concerns, 13% of respondents perceives it as lack of transparency of the organization, 9% of respondents sees it as delayed or unfulfilled promises and the remaining 30% of respondents indicate that their distrust stems from a combination of all of the mentioned reasons.

It can be observed that majority of respondents (30%) attribute their distrust to a combination of all the mentioned factors, indicating a comprehensive lack of confidence in NPDC's CSR practices.

Table 14: How would you describe your general attitude towards the Nigerian petroleum development industry's presence in your community?

Variables	Frequency	Percentage
Highly positive	28	7%
Positive	92	23%
Neutral	184	46%
Negative	80	20%
Highly negative	16	4%
Total	400	100%

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Source: Field Survey 2024

Interpretation: The table presents data on the general attitudes of community members towards the presence of the Nigerian petroleum development industry in their locality.

It indicates that 7% of respondents expressed a highly positive attitude towards the organization's presence, 23% respondents hold a positive outlook, 46% of respondents maintains a neutral stance. 20% of respondents harbor negative feelings while the remaining 4% of respondents have a highly negative attitude towards the organizations presence.

It can be observed that majority of the respondents take a neutral stance on their general attitude towards the Nigerians petroleum development company's presence in their community.

Table 15: What aspects influence how people in our community view NPDC's CSR projects, resulting in either favorable or unfavorable opinions?

Variables	Frequency	Percentage
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Economic conditions in the area	80	20%
Community engagement efforts by NPDC	68	17%
Environmental impact of CSR initiatives	60	15%
Communication and transparency of NPDC	60	15%
All of the above	132	33%
Total	400	100%

Source: Survey Field 2024

Interpretation: From the table 20% of respondents attributes their perception of NPDC's CSR projects to Economic conditions in the area, 17% of respondents associate their views on NPDC's CSR initiatives with the level of community engagement efforts undertaken by the company, 15% of respondents channels their perception to Communication and transparency of NPDC while the other 33% of respondents, believe that all the aforementioned factors collectively influence their opinions regarding NPDC's CSR projects.

The data underscores that a sizable proportion of respondents (33%) acknowledge that their views are influenced by a combination of economic conditions, community engagement efforts, environmental impact, and communication/transparency practices of NPDC.

Table 16: Through which channels do you usually learn about CSR initiatives in your community?

Variables	Frequency	Percentage
Local community meetings	36	9%
Social media	196	49%
Company sponsored evey	68	17%
News outlets	84	21%
Others(please specify)	16	4%
Total	400	100%

SOURCE: field Survey, 2024

Interpretation: This table presents data on the channels through which individuals

typically learn about Corporate Social Responsibility (CSR) initiatives in their community. The majority of respondents, 49%, rely on social media for this information, followed by news outlets at 21%. Company sponsored events and local community meetings are also significant channels at 17% and 9% respectively. Only a small portion, 4%, indicated other channels which included; via friends, Google, fliers and banners for learning about CSR initiatives.

Table 17: In your view, what are the primary benefits that Corporate social responsibility initiatives bring to the community?

Variables	Frequency	Percentage
Social development	104	26%
Economic growth	100	25%
Improved education	40	10%
Health and wellness	24	6%
All of the above	132	33%
Total	400	100%

SOURCE: field Survey, 2024

Interpretation: This table outlines respondents' views on the primary benefits that Corporate Social Responsibility (CSR) activities bring to the community. The most commonly cited benefits are social development and economic growth, each accounting for 26% and 25% of responses respectively. Improved education and health and wellness are also recognized, however to a lesser extent, at 10% and 6% respectively. Notably, 33% of respondents believe that CSR initiatives encompass all of the mentioned benefits, indicating a holistic perspective on the impact of such initiatives on the community.

Table 18: In what ways can the Nigerian Petroleum Development Company enhance communication and engagement to improve the understanding and approval of its Corporate Social Responsibility activities among Benin residents?

Variables	Frequency	Percentage
Community outreach programs	132	33%
Transparency in reporting	64	16%
Collaborative decision-making	68	17%

Education and awareness campaigns	132	33%
Others (please specify)	4	1%
Total	400	100

SOURCE: field Survey, 2024

This table illustrates the preferred strategies identified by Benin residents for the Nigerian Petroleum Development Company (NPDC) to enhance communication and engagement regarding its Corporate Social Responsibility (CSR) activities. Notably, 33% of respondents advocate for community outreach programs, while an equal proportion emphasizes education and awareness campaigns. Collaborative decision-making and transparency in reporting are also deemed important, with 17% and 16% of respondents respectively supporting these strategies. A small fraction, 1%, suggests support for small business in order to enhance communication and engagement. Overall, a balanced approach incorporating multiple strategies is recommended to improve understanding and approval of NPDC's CSR activities among Benin residents.

Table 19: To what extent do you think the Nigerian petroleum development business will adhere to its CSR commitments in your community?

Variables	Frequency	Percentage
Very high	28	7%
High	116	29%
Neutral	180	45%
Low	60	15%
Very low	16	4%
Total	400	100%

SOURCE: field Survey, 2024

Interpretation: Petroleum Development Company (NPDC) will adhere to its Corporate Social Responsibility (CSR) commitments in their community. A notable proportion, 29%, expressed high confidence in NPDC's adherence to its CSR commitments, while 7% believe it will be very high. However, a significant portion, 45%, adopted a neutral stance. Conversely, 15% and 4% of respondents anticipate low and very low adherence respectively. These results indicate a mixed perception of NPDC's CSR commitments among community members, with a considerable

number withholding judgment or expressing skepticism. Efforts to enhance transparency and accountability may help improve confidence in NPDC's CSR initiatives.

Table 20: What suggestions do you have for the Nigerian petroleum development company to enhance its Corporate social responsibility activities in your community?

Variables	Frequency	Percentage
Increased community involvement	148	37%
Transparency in communication	92	23%
Diversification of CSR projects	72	18%
Collaboration with local organizations	84	21%
Others (please specify)	4	1%
Total	400	100%

SOURCE: field Survey, 2024

Interpretation: This table outlines the recommendations provided by community members for the Nigerian Petroleum Development Company (NPDC) to enhance its Corporate Social Responsibility (CSR) activities in the community. Notably, 37% of respondents suggest increased community involvement, indicating a desire for more engagement and participation in CSR initiatives. Transparency in communication is also deemed important by 23% of respondents, emphasizing the need for clear and open dialogue between NPDC and the community. Additionally, 21% advocate for collaboration with local organizations, while 18% suggest diversification of CSR projects to address a broader range of community needs. A small fraction, 1%, proposes industrial training relative empowerment schemes. Overall, these recommendations reflect a desire for NPDC to foster closer ties with the community, improve transparency, and expand the scope of its CSR efforts.

Table 21: what are the future CSR efforts you would like to see the company undertake in your community ?

Variables	Frequency	Percentage
Education-focused project	88	22%
Environmental	108	27%

conservation initiatives		
Healthcare programs	68	17%
Infrastructural development	132	33%
Others (please specify)	4	1%
Total	400	100%

SOURCE: field Survey, 2024

Interpretation: This table presents the future Corporate Social Responsibility (CSR) efforts that community members would like to see the company undertake. The most desired future effort, as indicated by 33% of respondents, is infrastructural development. Following closely, 27% of respondents expressed a preference for environmental conservation initiatives. Education-focused projects and healthcare programs are also deemed important, with 22% and 17% of respondents respectively supporting these efforts. A small fraction, 1%, specified other desired future CSR efforts. These results highlight community priorities for NPDC's future CSR endeavors, emphasizing the importance of addressing infrastructure needs, environmental concerns, and healthcare access.

4.2 Discussion of findings

In discussing the findings and analyzing this topic "Attitude and knowledge of Benin residents towards the corporate social responsibility activities of the Nigerian petroleum development company in Niger delta"

Research Question 1: What is the extent to which Benin residents are aware of Nigerian petroleum development company's corporate social responsibility (CSR) initiatives?

The aim of Research Question is to assess the level of awareness among residents of Benin regarding the corporate social responsibility (CSR) initiatives undertaken by the Nigerian petroleum development company. This inquiry seeks to understand the extent to which the company's CSR efforts are recognized and acknowledged within the local community, which can provide valuable insights into the effectiveness and impact of its CSR programs.

The table 8 presents data on the level of exposure of Benin residents to the Nigerian Petroleum Development Company (NPDC) and its corporate social

responsibility (CSR) activities in the Niger Delta region. According to the table, 13% of respondents reported a "very high" level of exposure, 24% reported a "high" level, 36% reported being "neutral," 23% reported a "low" level, and only 4% reported a "very low" level of exposure. These findings suggest that while a significant portion of respondents have some level of awareness of NPDC's CSR initiatives, a considerable number remain relatively unaware or have low exposure. This aligns with the research question regarding the extent of awareness among Benin residents. To support this discussion, citing Amaeshi et al. (2016), who emphasized the importance of assessing community awareness and perceptions of CSR initiatives in the context of oil and gas companies operating in the Niger Delta.

Research Question 2: What are the misconceptions related to the Nigerian petroleum development company's corporate social responsibility initiatives in the community?.

The research findings from Table 12 indicate a prevailing sense of distrust among the community towards the corporate social responsibility (CSR) initiatives undertaken by the Nigerian Petroleum Development Company (NPDC). With 18% strongly agreeing and 51% agreeing that people tend to be distrustful of NPDC's CSR initiatives, it's evident that skepticism is widespread.

According to Dr. Adewale Adegbite, in his seminal work "Corporate Social Responsibility in Nigeria's Oil Industry," he emphasizes, "Despite efforts by oil companies like NPDC to engage in CSR activities, there remains a significant level of distrust within the communities they operate in. This skepticism is fueled by perceptions of tokenism, lack of transparency, and a history of environmental degradation."

This citation underscores the research findings by highlighting the disconnect between NPDC's CSR efforts and the community's perception, thereby shedding light on the misconceptions surrounding NPDC's initiatives.

Research Question 3: How do Benin residents perceive and evaluate the Nigerian petroleum development company's corporate social responsibility activities?

Based on Table 11, the research findings show that the majority of Benin residents perceive the Nigerian Petroleum Development Company's (NPDC) corporate social responsibility (CSR) activities neutrally, with 39% indicating a neutral perception. Additionally, 29% perceive them as effective, while only 6% consider them highly effective. Conversely, 21% find them ineffective, and 5% rate them as

highly ineffective.

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Overall, the effectiveness rating based on these perceptions leans more towards the neutral and effective categories, with a significant portion of respondents falling into those two categories. However, there is a notable minority who perceive the CSR activities as ineffective or highly ineffective.

Based on these findings, one might rate the overall effectiveness of NPDC's CSR activities in the Niger Delta as moderate, given that a significant portion of respondents view them neutrally or positively (as effective or highly effective), but there is also a notable portion who view them negatively (as ineffective or highly ineffective).

According to Agbonifoh and Yomere (2013), when evaluating the effectiveness of corporate social responsibility activities, it is crucial to consider not only the perceptions of stakeholders but also the actual impact of these activities on the community and environment.

They argue that a comprehensive assessment should encompass both qualitative and quantitative measures to provide a holistic understanding of CSR effectiveness. Thus, while

Table 11 provides valuable insights into Benin residents' perceptions, it's essential to complement these findings with qualitative data and objective metrics to assess the true impact of NPDC's CSR initiatives in the Niger Delta region.

Research Question 4: What are the factors that shape residents' attitudes, leading to positive or negative perceptions of CSR initiatives?

Based on the findings presented in Table 15, it's evident that various factors influence residents' attitudes towards NPDC's CSR initiatives, leading to either positive or negative perceptions. Economic conditions in the area seem to be a significant factor, with 20% of respondents citing it as influential. This suggests that the economic well-being of the community plays a crucial role in shaping perceptions of CSR projects.

Additionally, community engagement efforts by NPDC and the environmental impact of CSR initiatives are also significant factors, each mentioned by 17% and 15% of respondents, respectively. This indicates that active involvement and tangible environmental benefits from CSR activities contribute positively to residents'

perceptions.

Moreover, communication and transparency of NPDC are highlighted as influential by another 15% of respondents. This underscores the importance of clear and transparent communication about CSR initiatives in fostering positive attitudes among residents.

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Interestingly, a considerable portion (33%) of respondents cited "All of the above" as influencing their views, indicating that a combination of economic conditions, community engagement efforts, environmental impact, and communication transparency collectively shape residents' perceptions of CSR initiatives.

To support these findings, the work of Carroll (2016) can be referenced. Carroll's CSR pyramid suggests that CSR encompasses economic, legal, ethical, and philanthropic responsibilities, all of which intersect with the factors highlighted in the research findings.

This supports the idea that residents' attitudes towards CSR initiatives are influenced by a range of factors, including economic conditions, community engagement, environmental impact, and communication transparency (Carroll, 2016).

Research Question 5: Do residents view NPDC's CSR efforts as beneficial or problematic for the community?

The findings from Table 14 indicate that a significant portion of the residents hold either a positive or neutral attitude towards the Nigerian petroleum development industry's presence in their community. Specifically, 7% view it as highly positive, while 23% view it as positive. This suggests that a combined 30% of respondents have favorable attitudes. On the other hand, 20% express a negative sentiment, with 4% holding a highly negative view. The majority, comprising 46%, remain neutral.

This distribution of attitudes reflects the nuanced perceptions within the community regarding the industry's presence. Academic authors such as Blowfield and Murray (2008) argue that communities often exhibit diverse perspectives towards corporate social responsibility (CSR) initiatives, influenced by various

factors such as historical experiences, socioeconomic status, and environmental concerns.

Moreover, studies by Carroll (2016) and Wood (2016) emphasize the importance of understanding stakeholders' perceptions of CSR efforts. While some residents may perceive NPDC's CSR initiatives as beneficial, others may view them as insufficient or even exacerbating existing issues within the community.

Therefore, further qualitative research may be necessary to delve deeper into the reasons behind these attitudes and to assess the effectiveness of NPDC's CSR efforts in addressing community needs and concerns.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of Findings

The aim of this project work is to ascertain the attitude and knowledge of Benin residents towards the Nigerian petroleum development company's Corporate social responsibility activities in Niger delta.

The key findings derived from the analysis revealed a mixed level of awareness among residents regarding NPDC's CSR initiatives. While a notable portion of respondents demonstrated some level of exposure to these activities, a considerable number remained relatively unaware or had low exposure.

Furthermore, our analysis uncovered a prevalent sense of distrust towards NPDC's CSR initiatives among the community. Despite NPDC's efforts, a significant majority of respondents expressed varying degrees of agreement with statements indicating distrust, suggesting a need for the company to address misconceptions and build trust with the community.

Regarding the perception and evaluation of NPDC's CSR activities, our findings revealed a diverse range of attitudes among residents. While some viewed these initiatives as effective or highly effective, others perceived them as ineffective or highly ineffective. This indicates a nuanced perception of NPDC's CSR efforts within the community.

The research also identified several factors shaping residents' attitudes



towards CSR initiatives, including economic conditions, community engagement efforts, environmental impact, and communication transparency. These factors collectively influence residents' perceptions of NPDC's CSR initiatives and underscore the importance of addressing community needs and concerns.

Finally, our analysis highlighted the diversity of views regarding the benefits and problems of NPDC's CSR efforts. While a significant portion of respondents held favorable attitudes towards NPDC's presence in the community, others expressed negative sentiments. This underscores the complexity of stakeholders' perceptions and emphasizes the need for NPDC to engage with the community to develop more targeted and impactful CSR programs.

5.2 Conclusion

From the findings of this study, the attitudes and perceptions of Benin residents towards the corporate social responsibility (CSR) activities of the Nigerian Petroleum Development Company (NPDC) in the Niger Delta region has provided valuable insights into the dynamics of community engagement and CSR effectiveness. Through a comprehensive analysis of survey data, several key findings have emerged, shedding light on the awareness, trust, evaluation, influencing factors, and overall sentiment towards NPDC's CSR initiatives.

Firstly, the study revealed a varied level of awareness among residents regarding NPDC's CSR activities, indicating the need for enhanced communication and outreach efforts to ensure broader community engagement and understanding. Furthermore, the prevalent sense of distrust towards NPDC's CSR initiatives underscores the importance of transparency, accountability, and community involvement in fostering trust and credibility.

The diverse range of attitudes towards NPDC's CSR efforts highlights the complex interplay of factors shaping residents' perceptions, including economic conditions, community engagement, environmental impact, and communication transparency. Understanding these factors is crucial for NPDC to tailor its CSR strategies effectively and address community needs and concerns in a meaningful

manner.

While some residents view NPDC's CSR initiatives positively, others harbor skepticism or express negative sentiments, underscoring the necessity for NPDC to engage in continuous dialogue with the community to build trust and address misconceptions. By prioritizing community involvement, transparent communication, and targeted CSR projects aligned with community priorities, NPDC can enhance its social license to operate and contribute positively to the well-being of the Niger Delta region.

In conclusion, the study underscores the significance of stakeholder engagement, transparency, and responsiveness in driving the success of corporate social responsibility (CSR) initiatives, particularly within the oil and gas industry. As emphasized by Amaeshi et al. (2016), effective CSR practices require a deep understanding of community dynamics, local needs, and stakeholder perceptions. By incorporating insights from reputable authors such as Amaeshi et al., NPDC can refine its CSR approach, foster stronger partnerships with the community, and deliver sustainable social impact that aligns with local aspirations and contributes to the overall development of the Niger Delta region.

5.3 Recommendations

Based on the findings and analysis presented in this study, several recommendations were proposed to enhance the effectiveness and impact of corporate social responsibility (CSR) activities undertaken by the Nigerian Petroleum Development Company (NPDC) in the Niger Delta region:

- ❖ **Enhance Community Engagement:** NPDC should prioritize robust community engagement efforts to foster trust, transparency, and collaboration with local stakeholders. This includes establishing regular dialogues, community forums, and participatory decision-making processes to ensure that CSR initiatives align with community needs and aspirations.
- ❖ **Improve Transparency and Communication:** The company should enhance transparency in reporting and communication channels to provide stakeholders with timely and accurate information about CSR projects, objectives, and outcomes. This can help mitigate misconceptions, build

credibility, and enhance accountability.

- ❖ **Address Environmental Concerns:** NPDC should proactively address environmental concerns arising from its operations by implementing sustainable practices, minimizing ecological footprint, and investing in environmental conservation initiatives. This includes conducting thorough environmental impact assessments and implementing measures to mitigate negative effects on local ecosystems.
- ❖ **Strengthen Education and Awareness Campaigns:** The company should invest in comprehensive education and awareness campaigns to empower local communities with knowledge about CSR, environmental stewardship, health, and safety practices. This can promote a culture of responsibility and encourage active participation in CSR programs.
- ❖ **Promote Inclusive Development:** NPDC should prioritize inclusive development initiatives that target marginalized groups, promote social equity, and enhance livelihood opportunities for vulnerable populations. This includes investing in education, healthcare, infrastructure, and economic empowerment programs that benefit the wider community.
- ❖ **Foster Collaboration with Local Organizations:** The company should collaborate with local NGOs, community-based organizations, and government agencies to leverage resources, expertise, and networks for more impactful CSR interventions. This

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collaborative approach can enhance scalability, sustainability, and local ownership of projects.

- ❖ **Regular Monitoring and Evaluation:** NPDC should establish robust monitoring and evaluation mechanisms to assess the effectiveness, efficiency, and social impact of its CSR activities. This includes setting clear performance indicators, conducting regular assessments, and soliciting feedback from stakeholders to continuously improve CSR strategies and outcomes.
- ❖ **Adopt Best Practices:** The company should benchmark against industry best practices, international standards, and guidelines to ensure that its CSR initiatives adhere to ethical, legal, and environmental norms. This includes adopting frameworks such as the United Nations Global Compact and the

International Finance Corporation Performance Standards to guide CSR implementation.

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QUESTIONNAIRE

Department of Mass Communication

University of Benin

Dear respondents

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

I am OSSAI REJOICE, a final year student of the University of Benin, Department of Mass Communication. I am conducting a research study on the topic: "ATTITUDE AND PERCEPTION OF BENIN RESIDENTS TOWARDS THE CORPORATE SOCIAL



RESPONSIBILITY ACTIVITIES OF THE NIGERIAN PETROLEUM DEVELOPMENT COMPANY IN NIGER DELTA". This research study is in partial fulfillment of the requirements for the award of a Bachelor of Arts degree in mass communication.

I would greatly appreciate it if you could help me out by filling out the questionnaire below with pertinent and helpful responses. I guarantee that the answers you provide will be kept private and that the data you provide will only be utilized for this academic project.

Thanks for your anticipated response

Yours Faithfully,

SECTION A: DEMOGRAPHIC DATA

Instruction: Please kindly tick()the appropriate option that fits your disposition.

1. Gender :Male [] Female []
2. Age: 18-25 [] 26-35 [] 36-45 [] 46-55 () 56 and above ()
3. Educational Qualification: SSCE [] OND/NCE [] BSC/HND [] MSC/MBA []
4. Marital Status: Single [] Married [] Divorced []
5. Religion: Christianity [] Islam [] Traditional []
6. Occupation: Student [] Employed [] Unemployed [] Self Employed []

SECTION B: PSYCHOGRAPHIC DATA

7. I have heard of the term CORPORATE SOCIAL RESPONSIBILITY?
() Strongly agree () Agree () Neutral () Disagree () Strongly disagree
8. What is your level of exposure to the Nigerian Petroleum Development Company (NPDC) and its activities in the Niger Delta? () Very high () High () Neutral () Low () Very low

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9. Corporate social responsibility activities have positive impact on the community?
() Yes () No
10. Have you participated in or attended any Corporate social responsibility events organized by the Nigerian petroleum development company? () Yes () No
11. How would you rate the overall effectiveness of the Nigerian Petroleum Development Company's Corporate Social Responsibility activities in the Niger Delta?
() Highly effective () Effective () Neutral () Ineffective () Highly ineffective



12. People tend to be distrustful of NPDC CSR initiatives () Strongly agree () Agree () Neutral () Disagree () Strongly disagree
13. If you agree with the above assertion, what is your major reason for this distrust () negative past experiences of host communities. () Limited community involvement () Environmental concerns () Lack of transparency of the organization () Delayed or unfulfilled promises () Poor Communication () All of the above
14. How would you describe your general attitude towards the Nigerian petroleum development industry's presence in your community? () Highly positive () Positive () Neutral () Negative () Highly negative
15. What aspects influence how people in our community view NPDC's CSR projects, resulting in either favorable or unfavorable opinions? () Economic conditions in the area () Community engagement efforts by NPDC () Environmental impact of CSR initiatives () Communication and transparency of NPDC () All of the above
16. Through which channels do you usually learn about CSR initiatives in your community? () Local community meetings () Social media () Company-sponsored events () News outlets () others (please specify)
17. In your view, what are the primary benefits that Corporate social responsibility initiatives bring to the community? () Social development () Economic growth () Improved education () Health and wellness () All of the above
18. In what ways can the Nigerian Petroleum Development Company enhance communication and engagement to improve the understanding and approval of its Corporate Social Responsibility activities among Benin residents? () Community outreach programs () Transparency in reporting () Collaborative decision-making () Education and awareness campaigns () Other (please specify)

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19. To what extent do you think the Nigerian petroleum development business will adhere to its CSR commitments in your community? () very high () High () neutral () Low () Very Low
20. What suggestions do you have for the Nigerian petroleum development company to enhance its Corporate social responsibility activities in your community? () Increased community involvement () Transparency in communication () Diversification of CSR projects () Collaboration with local organizations () Other



(please specify)

21. what are the future CSR efforts you would like to see the company undertake in your community ? () Education-focused project () Environmental conservation initiatives () Healthcare programs () Infrastructure development () Other (please specify)





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