

Level of Awareness and Satisfaction with the Corporate Social Responsibility Performance of Food and Beverage Companies in Plateau State, Nigeria

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Abstract

This study was designed to determine the level of awareness and satisfaction with the corporate social responsibility programmes of Grand Cereals Limited and SWAN Limited in Plateau State, Nigeria. The rationale behind the study was to ascertain whether or not the host communities are aware of the CSR programmes of the food and beverage companies and their level of satisfaction with the CSR programmes of the companies. Survey research design was adopted while questionnaire was used as the instrument of data collection. Findings show that the host community members were well aware of the CSR programmes of the companies in Plateau State; however, they were not satisfied with the CSR programmes of the two companies. Based on the findings, the researchers recommend that food and beverage companies should make more efforts to improve on their CSR programmes and that government should implement policies that regulate the activities of food and beverage companies and other manufacturing companies, as this will help to reduce the excesses of the companies, as well as, make them take responsibility for poor business practices.

Keywords: Corporate Social Responsibility, Performance, Awareness, Food and Beverage Industry, Host community, Plateau State, Nigeria.