

## **ETSAKO EAST RESIDENTS' PERCEPTION OF THE CORPORATE SOCIAL RESPONSIBILITY OF DANGOTE AND BUA CEMENT PLANT IN OKPELLA, EDO STATE**

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### **Abstract**

The focus of this study was on the perception of Etsako East residents of the Corporate Social Responsibility (CSR) initiatives undertaken by Dangote Cement Plant and BUA Cement, all in Okpella, Etsako East Local Government Area of Edo State, Nigeria. The study sought the opinions and attitudes of the local community towards these two major cement plant's efforts to address social and environmental issues in the town. Survey research design was employed for the research. The population of the study was 217,000, while the sample size was 393. Further, the sampling techniques were cluster sampling and simple random sampling techniques. A key finding of the research showed that a majority of the respondents (45:36%), stated that the CSR projects of both Dangote Cement and BUA Cement were relevant to the needs of the Okpella community. The author recommended, amongst others that, both Dangote Cement and BUA Cement should ensure that there is ownership approach of the CSR projects by the Okpella community in order to engender sustainable development.

**Keywords:** Corporate Social Responsibility, Etsako East, Okpella, Dangote Cement, BUA Cement.

### **Introduction**

Corporations around the world are struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generations to meet their own needs. Organizations are being called upon to take responsibility for the ways their operations impact societies and the natural environment (Osemeke, Adegbite, and Adegbite, 2016). Business organizations worldwide are now recognizing the fact that their success is dependent on how positively they can influence the lives of the people within their operational environment. In other words, if companies began to behave more like socially responsible human beings and less like commercial organisms concerned only with posting sky-bound profits, they might attract more customers and in the process achieve their overall corporate objectives. Business is therefore not an end in itself but a means to an end (Asemah, 2012). Corporate Social Responsibility (CSR,) has become a common practice among many businesses. Though there is no detailed measurement available on the impact of these practices on business performance, CSR is believed to have a positive relationship with a company's goodwill and also be a means to a more profitable operation (Tuongdung, 2011).

Corporate social responsibility is the commitment of business to contribute to sustainable economic development by working with employees, their families, the local community and society at large to improve their equality of life, in ways that are both good for business and good for development Adamolekun, (2007).

Corporate Social Responsibility (CSR) has been receiving much attention lately from many organizations. Defined as “the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large” (Asemah & Kente 2021), it has been recognized as a source of sustainable development (Brammer & Pavellin, 2006) and has become an emerging imperative (Baladi, 2011). In short, CSR can no longer be something complementary or temporary (Bolden-Barrett, 2016).

CSR as a concept entails the practice whereby corporate entities consciously incorporate both social and environment initiatives in their various production philosophy and

operations. Some other Studies such as Galbraith (2018) and Gupta (2019) have shown that failure to manage social and environmental issues may be dangerous to the long-term stability and sustainability of the populace. According to Griffin and Mahon (2020), CSR entails the provision of benefits in business operation based on social and environmental need of the business environment. If in doing this, there is a linkage between CSR strategies a business adopts and its core business, the strategy has the potential to create social benefits beyond what is possible for individual donors (Freeman, 2020). Pressure from consumers and stakeholders and historical mistrust towards international business, has put demand on business leaders especially multinational corporations (MNCs) to develop CSR strategies to handle the increased responsibilities (Eweje, 2019)). These business leaders are currently seen to be playing a greater role in the transformation of value systems and institutional arrangements for the purpose of shaping the society. However, the progress in social and environmental issues will rest heavily, in a larger way, on the perceptions of what constitute CSR by the business leaders in various communities. To this end, this study seeks to analyses people's perceptions of CSR and what it should entail.

Given the dimension with which CSR reports is being verified, facts about social responsibility performance is often subjected to perception and impression management which are often subjectively bias. There are fewer firms whose CSR reports are subjected to external evaluation establishing the causes of subjective evaluation of corporate social responsibility performance. However, in this era where there is a high level of consciousness amongst host communities, aggravated by the agitations in the Niger-Delta area of Nigeria, it has imperative for corporate organisations to see CSR not necessarily as a favour done to host communities, but as a way of giving back to the very communities from where they make their tremendous fortune. The focus of this research therefore, is to assess the CSR of Dangote Cement and BUA Cement in Okpella, Etsako East Local Government Area (LGA) of Nigeria.

### **Statement of the Problem**

Corporate social responsibility is a business process that a company or organisation adopts beyond its legal obligations in order to create added

economic, social and environmental value to society and to maximize potential adverse effects from business activities, which includes interactions with supplies, employees, consumers and communities in general. Torres, Garcia-French, Hordijk, and Olizp (2022), companies do not function in isolation from the society around them. In fact, their ability to compete, perform their tasks effectively and to be profitable depends heavily on the circumstances of the location where they operate. Although, the Nigerian organization system is now driven by advanced competition brought about by globalization, deregulation of financial services, recent multitude of Multinational Company, Chief Executives, astronomical development in Information and Communication Technology (ICT), among others, to render services according to cost- benefit criteria. This has affected organization customers' habits as well, while the increasing demands for clear and hard facts about the social and environmental performance of Nigeria by an increasingly well-informed breed of stakeholders have made corporate social responsibility (CSR).

Nigeria organizations perceive the practice of Corporate Social Responsibility as a corporate philanthropy aimed at addressing socio-economic development challenges. However, some companies see the practice of CSR as a means of enhancing market share, avoiding tax and hence competitive strategy (Helg, 2017). Arising from the foregoing, what has been the CSR initiatives of Dangote Cement and BUA Cement in Okpella; to what extent have these CSR initiatives created impact on the lives of the people; and how do the residents of Etsako East perceive the CSR initiatives of both companies

### **Objectives of the Study**

In broad terms, this research seeks to evaluate the perception of Etsako residents on the CSR initiatives of Dangote Cement and BUA Cement in Okpella, Edo State, Nigeria, but specifically, it is to:

- i. Ascertain perception of Etsako East residents of the Corporate Social Responsibility initiatives of Dangote Cement and BUA Cement in Okpella.
- ii. Examine the specific Corporate Social Responsibility initiatives of Dangote Cement and BUA Cement Company's CSR activities that have shaped the perception of Etsako East residents.

iii. Find out the impact of demographic variables, such as age, gender, and education on the perception of Etsako East residents regarding the CSR initiatives of Dangote Cement and BUA Cement Company in Okpella.

### **Literature Review**

For the purpose of this study, several previous works shall be explored just as scholars' positions with respect to the variables shall also be considered as part of the literature review. Perception is the conscious reception, selection, processing and interpretation of information by our brain via all senses. Perception is also used to describe what is perceived. Perception includes the five senses; touch, sight, sound, smell, and taste. Many stimuli surround us at any given moment. Perception acts as a filter that allows us to exist within and interpret the world without becoming overwhelmed by this abundance of stimuli. The American Psychological Association (APA), cited in Osemeke, Adegbite, and Adegbite (2016), defines perception as "the process or result of becoming aware of objects, relationships, and events by means of the senses, which includes such activities as recognizing, observing, and discriminating." Through perception, people become more aware of (and can respond to) their environment. Perception is used in communication to describe and identify how people may feel towards a given phenomenon. We use perception in behavior to decide what we think about individuals and groups.

Perception happens continuously, even though people don't typically spend a great deal of time thinking about them. For example, the light that falls on people's eye's retinas transforms into a visual image unconsciously and automatically. Subtle changes in pressure against skin, allowing us to feel objects, also occur without a single thought. What makes perception somewhat complex is that we don't perceive things the same way. One person may perceive a dog jumping on them as a threat, while another person may perceive this action as the pup just being excited to see them.

People's perceptions of other people and things are shaped by their prior experiences, interests, and how carefully they process information (Cherry, 2022). This can cause one person to perceive the exact same person or situation differently than someone else.

The issue of corporate social responsibility (CSR) has been debated since past decade. Analyses by Sochi (2007) and Lee (2008) reported that the definition of CSR has been changing in meaning and practice. The classical view of CSR was narrowly limited to philanthropy and then shifted to the emphasis on business society relations particularly referring to the contribution that a corporation or firm provided for solving social problems. In the early twentieth century, social performance was tied up with market performance.

The pioneer of this view, Sheldon (1923, cited in Bichta, 2003), however, encouraged management to take the initiative in raising both ethical standards and justice in society through the ethic of economizing, i.e. economize the use of resources under the name of efficient resource mobilization and usage. By doing so, business creates wealth in society and provides better standards of living. The present-day CSR (also called corporate responsibility, corporate citizenship, responsible business and corporate social opportunity) is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment.

The European Commission (2011) argues that the concept of CSR is a situation where by companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis, following increasingly aware that responsible behaviour leads to sustainable business success.

In business, CSR is concerned with employment, lifelong learning, consultation and participation of workers, equal opportunities and integration of people towards restructuring and industrial change. Basically, the formation of policies is influenced by the authority employment strategies, the initiative on social responsible restructuring, the initiatives to promote quality and diversity in the workplace and health and safety strategy. The social issues include the benefits offered in terms of training related to safety, health and environment, donations, education scheme, medical benefits and others. (Chamhuri & Wan Noramelia 2004). Ibeanu (2006) earmarked that, a business organization is simply an entity whose basic purpose is to provide goods and services in whatever form that the society finds itself in

operation. Andabai (2010) also confirmed that, it is an organ of the society empowered by the laws of the society which gives its existence.

This obligation denotes responsibility to the business enterprises as an organ of performing societal functions and responsibilities to their communities. Edem (2004) looked at social responsibility as a crucial function a manager should perform to enhance the welfare of the communities in which they operate because social responsibility creates peaceful atmosphere for articulation of company's policy and operation. Magdoff (2002) views social responsibility as a term often used to indicate demands not necessarily directly related to the concerns of the firm's traditionally accepted financial beneficiaries, that is, stock holders, creditors, suppliers and employees. Kehinde (2007) sees social responsibility from the semantic concept of social responsiveness which incorporated the idea of a company responding to its multiple constituencies in such a way as to enhance the long-term achievement of the organization. According to Bright (2010), the concept of social responsibility as an organizational ethics is faster becoming a custom and an important concept that virtually every enterprise is being required to adopt as business practice! Sherlock (2007) observed that, this concept is better appreciated and understood when looked at various reports from Fast Moving Consumer Goods (FCMG) in Nigeria. Andabai (2010) stressed that, in the Western world, the case is not different as business enterprises are responsible to their areas of operations due to negative effect or impacts generated as a result of such business operations and developing countries like Nigeria, and the concept is gradually taking root. However, Andabai (2010) concluded that, it is the aim of this study to assess the level of social responsiveness in the light of recent hostilities and unending demands made by the various communities in Nigeria.

Based on the above definitions of Corporate Social Responsibilities by different authorities, each considered valuable in their own right and designed to fit the specific organization. The majority of definitions integrate the three dimensions to the concept, that is, economic, environmental and social dimensions. CSR had also been commonly described as a demonstration of certain responsible behavior on the part of public and the private sectors toward society and the

environment. On the contrary, some authorities are of the view that CSR is just a mere strategy that organization is using to gain more market share, avoid tax and competitive edge (Otokiti, oral presentation Aug, 2014). CSR also means addressing the legal, ethical, commercial and other expectations society has for business, and making decisions that fairly balance the claim of all key stakeholders. In its simplest terms, it is: what you do, how you do it and when and what you say. In this sense, CSR is viewed as a comprehensive set of policies, practices and programs that are integrated into business operations, supply chain, and decision making processes throughout the company and wherever the company does businesses that are supported and rewarded by top management. In lieu with above different view of concept of CSR, it is obvious that the concept is generally accepted as a situation where by companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis, following increasingly aware that responsible behavior leads to sustainable business success, (European Commission 2011 et al).

Macmillan (2005) cited in Keffas and Lulu-Briggs (2011) opined that "CSR is a term describing a company's obligation to be accountable to all its stakeholders in all its operations and activities. Socially responsible companies will consider the full scope of their impact on communities and the environment when making decisions, balancing the need of stakeholders with their need to make a profit". "CSR is concerned with treating the stakeholders of the firm ethically or in a socially responsible manner. Since stakeholders exist both within a firm's and outside a firm, hence, behaving socially and responsibly will increase the human development of stakeholders both within and outside the corporation" (Clarkson, 1995).

Kenneth, Andrews and Steiner (1999) cited in Adeyanju (2012) defined Corporate Social Responsibilities "as the intelligent and objective concern for the welfare of the society that retains the individual and corporate behaviour from ultimately destructive activities, no matter how immediately profitable and leads to the directions of positive construction of human betterment".

As an improvement on the above definitions, Koontz and O'Donnell (2008) in Adeyanju (2012) defined social responsibility as the personal obligation of everyone, as he acts in



his own interests, but he must always have due regard that his freedom does not restrict others from doing the same thing. He further noted that a socially responsible individual or organization will obey the laws of the land because the rights of others are at stake. Most of the studies on CSR in Nigeria dwell on the multinational oil companies, which are mainly foreign, but this research in on two leading indigenous companies in Nigeria that are reputed for manufacturing. This research would like to fill a gap in this regard.

### **Theoretical Framework**

This study is anchored on the Stakeholder's Theory and the Theory of Responsible advocacy. The Stakeholders Theory as espoused by Freeman (1984) in his book titled 'Strategic Management: A Stakeholder Approach'. Stakeholder theory is an organizational term that was and is still used to debunk the influential stockholder-centered management standard.

Stockholders are described as holders of business (Ma, Yuan, Ghafurian, and Hanrahan, 2018). The idea of his stakeholder's theory is that the duties of corporations should be centered on stakeholders rather than shareholders only. Stakeholders refers to any group or individual whose actions can negatively or positively affect the attainment of business goals (Camargo, Mendoza, Oliveira, and Giraldi, 2018). When the term stakeholders were first used in 1963 by the Stanford research institute, it referred to all groups or concerned parties (Guobadia, 2020).

The Stakeholders' Theory posits that the success of any business is a subject of how well it relates with strategic groups like workers, customers, contractors, societies, sponsors and any group that can interrupt the attainment of its objectives (Freeman and Philips, 2002; Ditlev-Simonsen and Wenstop, 2013; Kannan, 2018). Matos and Silvestre, 2013). Matos and Silvestre (2013) asserts that the presences of many stakeholders guide the performance and resolves of corporations. On this note, it is important for companies to equally give attention to secondary stakeholders through CSR management strategy, because the importance of secondary stakeholders like activists, society and the general public serves as public opinions that are as important as the views of the primary stakeholders such as administrators, shareholders, agents, and workers (Jurgens et al.2016). Lihong (2008) affirms that the stakeholder theory has assisted business managers

to create strategic coalition with stakeholders. This has also made them to become more accountable to the problems they have caused and natural problems that hampers the development of their host communities.

The inability of most businesses to apply the Stakeholders Theory in their operations strategies and utilize the corporate social responsibility technics to boost their image has tainted their image. Central to the survival of any corporation, irrespective of it size, is to understand the fact that adherent to stakeholders' perspective would have greater impact on the business interactions. This is because, only those who are directly or indirectly affected by the corporation, will have interest in it. Thus, as O'riordan and Fairbrass (2008) maintain, stakeholders views should be of ultimate interest to managers if they really want to achieve resounding success in their undertakings. In respect of the above assertion, companies whether small or big should pay attention to stakeholder in terms of free flow communication that will yield positive feedback and boost the relationship between the company and its host environment. Most stakeholders who are affected by the company's activities and in turn wish to affect the company would always perceive activities of the company that affects their environment and health as violation of human rights. This is so, because healthy environments and good health are seen as basic human rights, therefore, any abuse without commensurate efforts to rebuild what has been destroyed will be viewed as the company's reckless action.

From the Stakeholders Theory it can be deduced that organizations long-term effectiveness and persistence rest on the successful management of stakeholders' affairs. To achieve this, it is the responsibility of company managers to vividly study and understand the demands of the various stakeholders associated with the company and use positive CSR as the strategy of satisfying the aspirations of the stakeholders and at the same time achieving success in their project management.

Stakeholder Theory is relevant for studying the corporate social responsibility (CSR) of Dangote and BUA Cement companies in Etsako East, Edo state as it provides a framework to identify, engage, and manage relationships with various stakeholders. In this context, stakeholders include local communities, government bodies, employees, suppliers, customers, and

environmental entities. By applying stakeholder theory, these companies can understand the interests, needs, and expectations of each stakeholder group. This insight allows them to develop CSR initiatives that address specific concerns, contribute to community development, and align with sustainable business practices. Stakeholder engagement also fosters transparency and trust, enhancing the overall impact of CSR efforts and promoting a positive corporate image within the local community.

The Responsible Advocacy on the other hand, has been seen as a theory of ethics that could be applied to the practice of public relations. The theory was developed by communication scholars Kathy Fitzpatrick and Candace Gauthier in 2001 (Cox, 2006). Responsible Advocacy seeks to merge the ethical identity of public relations professional as advocate and social conscience, two roles that have consistently been at odds with each other. As an advocate, a public relations professional is accountable to his or her client or organisation. As a social conscience, however, a public relations professional is accountable to the public at large; thus, the innate conflict between the two identities (Cox, 2006).

The Responsible Advocacy Theory attempts to act as a guidance. Specifically, there are three principles that must be adhered to. First, a public relations professional must carefully consider the harms and benefits of possible action. Second, respect for all persons should be insured. Third, a public relations professional must see that all rewards and difficulties be equally allocated. These principles are the basis for the responsible advocacy theory. Admittedly, the principles can conflict and therefore responsible advocacy must employ the personal ethics of a practitioner (Culled from Cox, 2006). This implies that the best way to practice public relations ethics is through the ideal of professional responsibility; thus, it lays emphasis on the need for public relations practitioners to serve the public interest by acting as responsible advocates for those they represent. The key points of this theory of ethics are: practitioners' greatest need for ethical guidance is in the reconciling of their conflicting roles of professional advocate and social conscience; public relations professionals best serve society by serving the special interests of their clients or

employers and first loyalty is always to client, but also have a responsibility to voice the opinions of organisational stakeholders. The advocacy theory of public relations is relevant in studying the corporate social responsibility (CSR) of Dangote and BUA Cement companies in Etsako East, Edo state as it emphasizes proactive communication and engagement with stakeholders to influence public opinion and policy. By applying advocacy theory, these companies can strategically communicate their CSR initiatives to the public, government, and other relevant entities. This involves not only sharing information about their social responsibility efforts but also actively promoting the importance and positive impact of these initiatives on the community. Through effective advocacy, the companies can build support for their CSR programs, address potential concerns, and contribute to shaping a positive perception of their commitment to social responsibility in the local context.

### **Methodology**

Survey research method was adopted for this study using a questionnaire to solicit responses from a cross-section of a group of people where data were retrieved; this design was appropriate because the focus of this study was to understand the perception of Etsako East residents on the corporate social responsibility of BUA and Dangote Cement. Daramola (2012) states that the descriptive survey research design is considered appropriate when a study focuses on people who are in a large population. Etsako East in Edo State, particularly the Okpella's forms the population of this study that is where Dangote and BUA Cement Company is located. The population of this study is 217,000, based on 2022 projection ([www.worldpopulationreport.com](http://www.worldpopulationreport.com)). Furthermore, a sample size of 393 respondents was drawn based on Krejcie and Morgan's (1970) sample size determination table. The sampling techniques adopted were cluster sampling and simple sample random techniques. Cluster sampling techniques was used to divide Etsako East into clusters, while simple random sampling technique was used to select the respondents. The techniques of data analysis were frequency tables and simple percentages.

**Data Presentation**

**Table I: Respondents who are aware of any project by BUA and Dangote cement companies that is beneficial to your community**

S/N	Options	Frequency	Percentages [%]
1	Yes, I'm Aware	81	64.8%
2	I'm Partially Aware	31	24.8%
3	I'm not aware	13	10.4%
<b>Total</b>		<b>125</b>	<b>100%</b>

**Source: Field Survey, 2023**

The data on table I above shows the respondents awareness about any project by Bua and Dangote cement companies that is beneficial to your community. 81 respondents representing (64.8%) say yes, they're aware, and 31 respondents representing (24.8%) said they're partially aware while 13 respondents representing (10.4%) said No

they're not aware. This implies that most of the respondents are fully aware about the project by Bua and Dangote cement companies that is beneficial to their community. As revealed by 81 respondents representing (64.8%) of the entire respondents.

**Table II: Which of the CSR projects by BUA and Dangote companies are visible in your communities.**

S/N	Options	Frequency	Percentages [%]
1	Electricity	12	9.6%
2	Borehole water	45	36.0%
3	Health care facilities	29	23.2%
4	Education	39	31.2%
<b>Total</b>		<b>125</b>	<b>100%</b>

**Sources: Field Survey (2023)**

Data in Table II above shows which of the CSR projects by BUA and Dangote companies are visible in their communities. 45 respondents representing (36.0%) said that Borehole Water is the CSR projects by BUA and Dangote companies that are visible in their communities, and 29 respondents representing (23.2%) says that HealthCare Facilities are the CSR projects by BUA and Dangote companies that are visible in their communities, while 39 respondents representing

(31.2%) says that Education is one of the CSR projects by BUA and Dangote companies that are visible in their communities. This implies that a good number of 45 respondents representing (36.0%) said that Borehole Water is one of the CSR projects by BUA and Dangote companies that are visible in their communities as revealed by 45 respondents representing (36.0%) of the entire respondents.

**Table III: Relevance of the projects carried out by BUA and Dangote Cement Factories in the host community**

S/N	Options	Frequency	Percentages [%]
1	Highly Relevant	39	31.2%
2	Relevant	45	36.0%
3	Moderately Relevant	29	23.2%
4	Not Relevant	12	9.6%
<b>Total</b>		<b>125</b>	<b>100%</b>

**Sources: Field Survey**

Data in Table III above shows relevancy of the projects carried out by BUA and Dangote Cement Factories in the host community. 39 respondents representing (31.2%) say that relevancy of the projects carried out by BUA and Dangote Cement Factories in the host community is highly relevant and 45 respondents representing (36.0%) say that relevancy of the projects carried out by BUA and Dangote Cement Factories in the host community are relevant, 29 respondents representing (23.2%) respondents say that relevancy of the projects

carried out by BUA and Dangote Cement Factories in the host community are moderately relevant, while 12 respondents representing (9.6%) say that relevancy of the projects carried out by BUA and Dangote Cement Factories in the host community are not relevant. This implies that a good number of 45 respondents represented by (36.0%) said that relevancy of the projects carried out by BUA and Dangote Cement Factories in the host community is relevant.

**Table IV: Social welfare is one of the development projects carried out by BUA and Dangote cement companies**

S/N	Options	Frequency	Percentages [%]
1	Strongly Agree	16	12.8%
2	Agree	56	44.8%
3	Neutral	26	20.8%
4	Disagree	15	12.0%
5	Strongly Disagree	12	9.6%
<b>Total</b>		<b>125</b>	<b>100%</b>

**Sources: Field Survey, (2023)**

Data in Table IV show that Social welfare is one of the development projects carried out by BUA and Dangote cement companies. 16 respondents representing (12.8%) respondents say they Strongly agree that Social welfare is one of the development projects carried out by BUA and Dangote cement companies, and 56 respondents

representing (44.8%) respondents say they agree that Social welfare is one of the development projects carried out by BUA and Dangote cement companies, and 26 respondents representing (20.8%) respondents say they are Neutral that Social welfare is one of the development projects carried out by BUA and Dangote cement



companies, and 15 respondents representing (12.0%) respondents say that they strongly disagree that Social welfare is one of the development projects carried out by BUA and Dangote cement companies, while 12 respondent representing (9.6%) respondents strongly disagreed that Social welfare is one of the development projects carried out by BUA and

Dangote cement companies. This implies that a good number of respondents agreed that Corporate Social Responsibility project carried out by BUA and Dangote Cement factories are properly used and maintained by the host communities as revealed by 56 respondents representing (44.8%) of the entire respondents.

**Table V: Social welfare programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries**

S/N	Options	Frequency	Percentages [%]
1	Strongly Agree	7	5.6%
2	Agree	35	28.0%
3	Neutral	31	24.8%
4	Disagree	37	29.6%
5	Strongly Disagree	15	12.0%
<b>Total</b>		<b>125</b>	<b>100%</b>

**Sources: Field Survey, 2023**

programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries, and 31 Data in Table X show that Social welfare programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries. 7 respondents representing (5.6%) respondents say they Strongly agree that Social welfare programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries, and 35 respondents representing (28.0%) respondents say they agree that Social welfare respondents representing (24.8%) respondents say they are Neutral that Social welfare programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries, and 37 respondents representing (29.6%) respondents say that they strongly disagree that Social welfare programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries, while 15 respondent representing (12.0%) respondents strongly disagreed that Social welfare programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries. This implies that a good number of respondents agreed that social welfare programme done by BUA and Dangote cement companies have improved the lives of the beneficiaries as revealed by 56 respondents representing (44.8%) of the entire respondents.

**Discussion of Findings**

The study among other questions seeks to examine the corporate social responsibilities of Dangote Cement and BUA cement plant, in Okpella. The findings indicate a significant level of awareness among the surveyed individuals. (24.8%) reported being partially aware of such a project. These individuals may have some knowledge about the projects but might not have complete information. On the other hand, (10.4%) reported that they are not aware of any beneficial projects undertaken by BUA and Dangote cement companies in their

community. Overall, the results suggest that a majority of the surveyed individuals are aware of beneficial projects initiated by BUA and Dangote cement companies in their community, indicating a positive impact and visibility of these projects among the residents.

The study also found that CSR projects by BUA and Dangote companies are visible in their communities. (9.6%) say that electricity is one of the CSR projects by BUA and Dangote companies that are visible in their communities, (36.0%) said that Borehole Water is the CSR projects by BUA

and Dangote companies that are visible in their communities, (23.2%) says that HealthCare Facilities are the CSR projects by BUA and Dangote companies that are visible in their communities, while (31.2%) says that Education is one of the CSR projects by BUA and Dangote companies that are visible in their communities. This implies that a major number of respondents that (36.0%) said that Borehole Water is one of the CSR projects by BUA and Dangote companies that are visible in their communities as revealed by (36.0%) of the entire respondents.

The study shows relevancy of the projects carried out by BUA and Dangote Cement Factories in the host community. A good number of (36.0%) said that relevance of the projects carried out by BUA and Dangote Cement Factories in the host community is relevant. This is in agreement with Adamu, Andah, and Sa'adiya (2015), as well as that of Eweje (2019) who noted that corporate social responsibility can significantly influenced the image of an organisation.

### **Conclusion and Recommendations**

In conclusion, the perceptions of Etsako East residents regarding the corporate social responsibilities (CSR) of Dangote and BUA Cement Plant in Okpella happens to be positive. Both Dangote Cement and BUA Cement have implemented various CSR initiatives in the communities where their plants are located. These

initiatives typically focus on areas such as education, healthcare, infrastructure development, and employment generation. They have contributed to the construction of schools, healthcare facilities, and roads, as well as the provision of scholarships and job opportunities. Some residents appreciate the positive impact of these initiatives, acknowledging the benefits they bring to the community. They recognize the investment in infrastructure, improved educational opportunities, and increased employment as valuable contributions to the local development. Based on the above, the author recommends the following:

- i. Both Dangote Cement and BUA Cement should ensure that there is ownership approach of the CSR projects by the Okpella community in order to engender sustainable development.
- ii. Dangote Cement and BUA Cement should address the disparity in the employment opportunities in Etsako East in particular.
- iii. Diversify CSR projects to address the various community needs. Communicate more effectively about the range of projects, as highlighted by the varying percentages, ensuring residents are well-informed about the positive impact of projects like borehole water, healthcare facilities, and education.

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