

## **CORPORATE SOCIAL RESPONSIBILITIES AND ORGANIZATIONAL PATRONAGE: A CASE STUDY OF THE NIGERIAN CEMENT INDUSTRY**

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### **ABSTRACT**

More pressures are being mounted on businesses day-in-day-out on why they are not doing more than they currently do in solving societal problem where their business are located. The involvement of business in such activities however raises business cost. While some have argued that business involvement in social matters pays in some sort. This study was carried out to test the influence of Corporate social responsibility on organisational patronage in the Nigerian cement industry. Using primary data collected through interviews and questionnaires administered on 75 construction project managers across various construction sites in the study area, and analysed using descriptive statistics like percentages and other statistical packages, the study shows that CSR indeed has a positive relationship with patronage. The findings have implication for marketing managers in particular and business managers in general.

The paper concludes with implications for managers and suggestions were further given for further studies.

**KEYWORDS:** Corporate, Performance, Organisation, Social Responsibility, Patronage