

**IMPACTS OF BAYER LIFE SCIENCE CORPORATE SOCIAL
RESPONSIBILITY PROJECT ON *SALES* OF AGRO-PRODUCTS
AMONG SMALLHOLDER FARMERS IN WEST POKOT COUNTY,
KENYA**

BY

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DECLARATION

I declare that this research project is my own work and has not been presented for an award of any other degree at any university

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DEDICATION

This work is dedicated to my dear wife, Rosa, and my beloved son, Jansen, for being my source of energy and zeal, and for their patience and support during the many times I was away conducting this study.

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LIST OF ABBREVIATIONS AND ACRONYMS

AH	Animal Health
BLS	Bayer Life Science
BSR	Business for Social Responsibility
COYA	Company of the Year Awards
CSR	Corporate Social Responsibility
MNCs	Multinational Companies
MNE	Multinational Enterprises
NGO	Non-Governmental Organization
OECD	Organisation for Economic Co-operation and Development
SHFs	Smallholder Farmers
SPSS	Statistical Packages for Social Sciences
SV	Seed Variety
USA	United States of America
WPC	West Pokot County

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ABSTRACT

The objective of the study is to investigate the impact of corporate social responsibility on *sales* of company products. Using the case of Bayer Life Science Project in West Pokot in 2017, the study sought to achieve the following specific objectives: to examine the impact of the project on the *sales* of the ‘belt’ insecticide in West Pokot, to establish the impact of the project on the purchase of new hybrid onion seed variety ‘Matahari F1’ among youthful farmers in West Pokot; and to investigate the impact of the project on uptake of new animal health product ‘Bayticol Pour-On’ among smallholder farmers in West Pokot. The study relied on evaluation design with a target population comprising of Bayer East Africa’s sales and marketing staff, the Life Science Project team, agrovet retail and key dealers’ staff and project beneficiaries, approximated at 500 people. The study selected a sample of 200 respondents made up of 160 project beneficiaries using stratified random sampling from three groups of farmers based on the project activities, 20 Bayer sales and marketing staff and 16 agrovet retail and key dealers’ staff in West Pokot both selected using systematic random sampling from registers provided by the project team. Additionally, four members of the project team selected using purposive sampling were also part of the sample. Quantitative data from project beneficiaries, Bayer sales and marketing staff as well as agrovet retail and key dealers’ staff was collected using survey questionnaires while qualitative data from Bayer Project team was collected using interview schedules. To analyse the quantitative data, the researcher utilized both the inferential as well as descriptive statistics and presented in tables while qualitative data was analysed using thematic analysis presented in narrative form extensively used to augment the survey data. The study found that the project had positively influenced the awareness and visibility of the three products under study to a very great extent; however, the adoption and uptake of the products was a bit gradual as the products were slightly more expensive than their competitors. The study concluded that Corporate Social Responsibility projects have direct long-term impact on sales of company products. Additionally, Corporate Social Responsibility projects have an impact on behaviour change as the Bayer Life Project changed the purchase behaviour of smallholder farmers in West Pokot. The study recommends that development partners should be supported and that such project concepts should be adopted and cascaded to other counties by other corporates and well-wishers.

CHAPTER ONE

INTRODUCTION

1.0: Overview

This chapter introduces the study by presenting the background information about corporate social responsibility, problem statement, general and specific study objectives, research questions, significance, justification of the study, scope of the study as well as study limitations. It also provides more information about Bayer East Africa Limited and its different corporate social responsibility strategies including the Bayer Life Science Project which forms the case for undertaking this research.

1.1: Background of the Study

Corporate social responsibility (CSR), also referred to as corporate citizenship, social performance, corporate conscience, or justifiable business responsibility is normally a type commercial self-regulation joined into a business model. According to Scholtens, (2014), business CSR policy entails in-built, self-regulating strategy by which a firm monitors and ensures it is actively complying with the set state legislations, ethical standards, as well as other international standards. The key objective of engaging in CSR activities is for a company to embrace social responsibilities within the society and encourage a positive impact through engaging in activities on the environment, customers, workers, societies, shareholders and the general public.

In modern times, business undertakings are viewed as being significant and influential parts of the society. As such, businesses are expected to be responsible by helping in the maintenance and improvement of the overall society welfare. This is because, societies in which businesses undertakes their activities are suspicious of those profitable entities that don't give back to the society. While researching about CSR, most scholars revolve around the concept of CSR in regards to consumer behaviours, financial performance and their impact on their external environment. The relationship between CSR and financial performance has been studied extensively by Lin *et al.*, (2014), Renneboog *et al.* (2016) and Arx and Ziegler (2016). Additionally, Heslin & Achoa, (2015) have focused their study on the strategic significance of CSR for business success.

From a global perspective, CSR has been adopted mainly by European, U.S.A and Japanese firms such as British Petroleum, Shell and Nestle among others. International conventions such as the United Nations Global Compact MNE declaration and OECD Principles have also encouraged companies to adopt CSR. These companies have implemented deliberate corporate citizenship programs not only in the countries where their headquarters are located, but throughout their global operations. This has been necessitated by the realization that those companies deemed to be behaving badly as far as issues on human rights and environmental issues is concerned are bound to face business failures, such as falling sales attributed to boycotts of their products. According to Schwartz, (2015) the Nestle boycotts was probably the most global boycott. It lasted ten years. The boycott was attributed to instant breast milk formula, which advocacy groups were against as it was to discourage the use of breast milk and hence undermine early childhood development.

In Kenya, CSR is increasingly being adopted by such companies such as Barclays Bank, Del-Monte, Kenya Breweries Limited, Safaricom, Nation Media Group and Bayer East Africa Limited. Del-Monte has found itself in wrong books with human rights activists due to negative publicity attributed to media claims of human rights violations towards the workers and surrounding communities. Since adoption of CSR is becoming increasingly inevitable although not legally binding in current business understanding, its influence on profitability would perhaps stimulate its wider and speedy acceptance.

The concept of CSR has been defined differently by various scholars. However, the underlying definition being is undertaking business operations in such a way that it meets/exceeds the ethical stipulation, legal requirements, profitability maximization as well as the general requirements of the society. In practical, CSR is broadly viewed by many firms as being more than just a distinct practice or initiative that is fuelled by the need to market the firm in relation to public perception or even other organizational benefits. However, CSR is considered by many firms as an inclusive set of policies, practices and programs that require to be unified in the overall operations of the business as well as in decision making processes that are supported and rewarded by the executive management. On the other hand, Business for Social Responsibility (BSR) defined CSR as a continuous business commitment to behave in ethical manner by ensuring that it is contributing towards the development of the economy while at the same time ensuring that it is improving its workforce quality of life as well as the

welfare of the local society from where it carries out its operations. Additionally, the definition of CSR is provided by the World Business Council for Sustainable Development as a continuous business commitment to behave in ethical manner by ensuring that it is contributing towards the development of the economy while at the same time ensuring that it is improving its workforce quality of life as well as the welfare of the local society from where it carries out its operations. As such, CSR can be said in simple word to be a concept that involves a business being accountable as a result of its impact of all its key stakeholders.

Sales performance alludes to the volume of offers accomplished inside a predefined period contrasted with predetermined sales levels (Siegler, 2015). Accomplishing more noteworthy sale execution is the most essential part of sales pioneers as it specifically impacts on their key execution pointers. According to Silva, (2016), both behavioural measurements and results are usually conceptualized under sales performance. In this regard, to decide the salesmen capacity in finalizing organizational negotiations and meeting the set required performance objectives, sales execution is usually by most business organizations. Additionally, sales performance is usually utilized in demonstrating the rate of a particular customer or worker reliability towards the business. Thus, sales performance can be considered to be the value outcome of the particular product/service price minus all the related costs such as suppliers' payment, cost of materials, labour cost among others that are applied within the business.

The effect of corporate social responsibility on sales is well illustrated in cross-promotion. Consumer perspective is the most idea way of establishing how advantageous cross-promotion of a particular product/service alongside CSR. Cross-promoting a particular product/service lures the attention towards CSR activities and the particular product cross-promoted (Kotler & Lee, 2015). For instance, a cereal maker might consider its rainforest mitigation activities as opposed to putting a game on the back of a cereal box. As such, if the firm makes an announcement that it will be featuring more stories about their rainforest which are related specifically to their core business activities, customers might be induced to purchase more cereal boxes in order to read them. Otherwise, customers might remain loyal and continue purchasing cereal brands just because they like the company's cause.

1.1.1: Bayer East Africa Ltd

Bayer East Africa Ltd. is a subsidiary of Bayer AG, which is an international innovation business with key specialization in the Life Science matters of agriculture and health care. Normally, Bayer is involved in developing of new molecules which are used in key innovative products and solutions aimed at improving human health, animal and plants.

The headquarters of Bayer East Africa Ltd are situated in Nairobi city Kenya from where the company operations in the region were started back in the year 1968. As a big and complex multinational in terms of its operations and business models, Bayer East Africa operates in three different divisions that focus on their three main business areas: Crop Science Division that focuses on crop protection and general agriculture, Pharmaceuticals Division that focus on prescription only drugs and Consumer Health Division that focus on over the counter (OTC) medication and dietary supplements.

Bayer has a global Charity Foundation housed at the Company's global head offices in Germany (Bayer Cares Foundation) that supports selected CSR global programs across the world. Bayer strategic element in its CSR philosophy is centred at "Commitment for science, society and the common good. Specifically, in key business, the firm purposes to promote better life opportunities by presenting innovative products and scientific solutions so as to help individuals to cope better with the life challenges now and in the future. Bayer defines Corporate Social Responsibility (CSR) as *'the firm's charitable donations on behalf of science, society and the common good based on a return free spending and common good orientation'*. In this regard, all of Bayer CSR programs are both monetary and non-monetary donations which are availed by Bayer Foundation together with its legally affiliated enterprises in a charitable manner, without any expected direct or tangible service, and with key objective of improving better life opportunities in community. This comprises of both monetary and non-cash contributions, engagement in CSR funded projects, unrestricted research grants, social/sports and cultural sponsoring grants and company-strategic donations, as long as they conform with the above-mentioned description of a "return-free" spending and "common-good" orientation.

Every year Bayer East Africa implements assorted CSR activities including sponsorships, donations and partnerships. The Company's CSR Strategy is divided into three pillars:

- i. Primary annual CSR activity – this is the main CSR project for the year*
- ii. Divisional Social Initiatives – this involves different CSR initiatives driven by their different Divisions themes of agriculture and healthcare.*
- iii. International Exchange Programmes – this mainly involves programmes supported by the Bayer global Foundation such as international youth summits, sports as well as educational tours and exchange programmes.*

Bayer East Africa has made notable efforts towards ensuring that they benefit the communities around them and beyond, even as they operate their business. In 2017 alone, Bayer East Africa spent forty five million Kenya shillings (Ksh. 45M) in assorted CSR projects, donations and sponsorships. These included a donation of insecticides worth ten million shillings (Ksh. 10M) to the Government of Kenya in aid of the fight against the deadly fall army worm that had infested the country as well as a primary CSR activity to introduce, train and support best Life Sciences practices in West Pokot County (Bayer Life Science Project) worth thirty million shillings (Ksh. 30M). This was a worthwhile precedence that Bayer East Africa set on how corporates can tap into the various agendas already set by county and national governments, to bring change to the grassroots where it is most needed.

1.1.2: Bayer Life Science Project in West Pokot County

In 2017, Bayer East Africa Limited initiated in West Pokot County their annual key CSR activities titled Bayer Life Science Project. The project, supported by the Bayer Foundation, costed USD 250,000 (Ksh. 30M) and aimed at introducing best practises in Life Sciences: agriculture, public health and animal husbandry. Under Agriculture, the project aimed at achieving the following objectives:

- i. Training and Empowering Youth Groups and Women Groups on modern agricultural practices, such as pest identification and control, to increase their yields for agri-business*
- ii. Introduce new agricultural practises for the West Pokot Community such as horticulture (vegetable and fruit farming) and fish farming*

- iii. *Introduce best practises in goat keeping and identifying markets for sheep and goat products including meat, milk and skin*
- iv. *Provide Refresher training to veterinary doctors on general animal health and hygiene*

Bayer high end products including pesticides, parasiticides and hybrid seeds were among the agro-products used in various demos and trials within the project which were implemented in partnership with the Anglican Development Services (implementing agency). The activities also included public health and sanitation where Healthcare Professionals were trained on various human health aspects and medical supplies were donated to different clinics and hospitals. New ablution blocks and water storage facilities were also provided to five public schools to promote general hygiene practices such as hand washing in schools.

The baseline and needs assessments to ascertain the actual needs in agriculture and adoption of agro-products among smallholder farmers in West Pokot County were conducted in 2016. The assessment showed that Bayer agro-products were minimally adopted to promote agricultural production at less than ten percent. This therefore necessitated the implementation of the Bayer Life Science project to both create awareness and increase adoption of the products.

The mission of Bayer is '*Science for a better life*', on which the West Pokot County CSR project was considered and implemented was in partnership the Anglican Development Services (ADS). The project was initiated in early 2017 and it covered at least three thousand small scale farmers from across the four constituencies within the county. In the agriculture sector, at least four hundred households which represented three thousand eight hundred farmers benefited from the project training programmes on modern farming methods, income generating activities as well as nutrition. In addition, three women and youth groups benefited from the training they received regarding pests' control, intensive farming in vegetables and fruits, fish farming among others which was aimed at improving their economic viability and sustainability.

Most of the activities within the project were drawn from the West Pokot County Integrated Development Plan 2016 – 2018, and at the end on the implementation period; all project activities were handed over to the West Pokot County Government.

1.2: Problem Statement

There has been growing awareness among business stakeholders especially consumers on issues that concern the environment, product safety, health and human rights as businesses have direct influence in these areas. Globalisation has also led to changing business practices on the realisation that what happens locally in an organisation's environment is bound to have impacts at the international level. This has led to what is now known as ethical business where organisations are encouraged to pursue profits, but not at the expense of the social and ecological environment.

Many corporate organizations have engaged in various forms of public relations activities such as CSR, sponsorships and public campaigns to either promote their corporate visibility or market different products. Whether CSR as a public relations strategy has been effective in sales promotion and to what extent CSR has been successful in promoting sales of company products has not been fully established. In light of this significant resource have been used, there is therefore a need to establish whether these social responsibility initiatives have any impact on a company's top line. This study seeks to identify whether marketing and promotion of company products is a 'silent' objective of CSR and to what extent CSR impacts on a company's sales.

Locally various studies have been carried out on corporate social responsibility. These studies include: A study by Amara (2013) investigating on factors influencing choice of a CSR program among commercial banks in Kenya and a study by Omwenga (2013), which investigated the perception of corporate management regarding CSR at Kenya Power Lighting Company. Munyoki (2013), also conducted a study investigating the relationship between CSR activities and market share among supermarkets in Kisumu town. Additionally, Muiruri (2014), undertook a study investigating the challenges of aligning CSR to corporate strategy for Safaricom Foundation. Further, Mwai (2015), conducted a survey investigating the influence of CSR on the commercial financial performance in the corporate and NGO partnerships in Kenya. It is evident therefore from the foregoing that no study has been done linking corporate social responsibility with sales of company products. In this regard, the current study objective is to bridge this gap by investigating impact of CSR on sales of different company products.

1.3: Research Objectives

1.3.1: General objective

The study general objective was to investigate the impact of the Bayer Life Science project on *sales* performance of Bayer East Africa Limited in West Pokot County.

1.3.2: Specific Objectives

- i). To establish the impact of Bayer Life Science Project on *sales* performance of the ‘Belt’ insecticide in West Pokot
- ii). To investigate the impact of Bayer Life Science Project on the purchase of Bayer’s new hybrid onion seed variety ‘Matahari F1’ among youth groups in West Pokot County
- iii). To investigate the impact of Bayer Life Science Project on the uptake of Bayer’s ‘Bayticol Pour-On’ parasiticide among smallholder farmers in West Pokot County

1.3.3: Research Questions

- i). What was the impact of Bayer Life Science project on the *sales* of the ‘Belt’ insecticide in West Pokot?
- ii). What impact did Bayer Life Science Project have on the purchase of Bayer’s new hybrid onion seed variety ‘Matahari F1’ among youth groups in West Pokot County?
- iii). What was the impact of Bayer Life Science Project on the uptake of Bayer’s ‘Bayticol Pour-On’ parasiticide among smallholder farmers in West Pokot County?

1.4: Justification of the Study

The benefits which accrue to an organization involved in CSR activities were highlighted by the study. Further the investigation established the extent of CSR involvement in the organization and highlighted policy gaps or management actions that required further improvements. It provided an insight and the basis on which strategic decisions are made.

Finally, the research findings enhanced the existing knowledge base with respect to efforts already employed by other researchers relating to the subject under investigation.

1.5: Scope and Limitations of the Study

This study focused on the assessment of the impact of corporate social responsibility on sales of company products. This study was limited to the West Pokot County where special focus was on the Bayer Life Science Project implemented by Bayer East Africa Limited in 2017. This involved collecting information about sales performance, product demand and product usage from the sales and marketing staff for Bayer East Africa Limited, agrovet retail shops and key dealers within the West Pokot County as well as selected beneficiaries of the project respectively. This is key in collecting the data required as time was a limiting factor that inhibited collecting the data from all the sub-counties across the county. The study focused on available literature on impact of corporate social responsibility on sales and primary data collected using questionnaires.

This first limitation which the researcher experienced while conducting this study is confidentiality issue since the targeted company restricted its employees from participating in the study to avoid disclosing confidential matters regarding the company. Additionally, this study was suspicious and hence it also limited the researcher while conducting the study. To mitigate against this limitation, the researcher assured the participants that the information given will remain confidential and that it was purely intended for academic purposes only. Another challenge experienced was that some of the participants failed to complete their questionnaires fully while at the same time they misunderstood some of the issue being sought by the researcher due to language barrier between the researcher and the respondents. Also, the researcher experienced a challenge where some questions were inadequately responded and other issue such as staffs going for leave prior to fully completing filling their questionnaires. However, the researcher mitigated this issue by constantly getting in touch with the staffs and reminding them to respond to the questionnaires as soon as possible. Further, an introduction letter to conduct the research was obtained by the researcher from the management of the university. The introduction letter helped in mitigating the issue of suspicion levelled against the study and also allowed the company management to direct their staffs to provide information that was sought by the study.

1.6: Operational Definitions

Sales: In the context of this study, the term *sales* mean the general increase or decrease in awareness, uptake and penetration of particular products.

Corporate Social Responsibility (CSR): In the context of this study, CSR means voluntary contributions by a profit-making organization based on a return free spending and common good orientation.

Uptake: In this study, uptake means general acceptance, purchase and use of products.

CHAPTER TWO

LITERATURE REVIEW

2.0: Overview

This chapter provides a review of literature on the impact of CSR on sales of company products. In details, the chapter discusses the corporate social responsibility phenomenon; its development in developing countries including Kenya, factors affecting its adoption in different companies as well as its measurement and evaluation. The chapter also presents the theoretical framework used as a basis for linking the corporate social responsibility and its effects on the sales performance. Lastly, the chapter presents the conceptual framework that guided the study.

2.1: Corporate Social Responsibility (CSR) Phenomenon

According to Ullmann, (2015), the concept of CSR is not a new phenomenon in the world. However, in the recent past, CSR is in spotlight more than ever before and this is because multinational corporations across the world are engaging more into CSR activities due to an increase in the society's demand on environmental and social responsibility. Globalization has led to an increase in the society's anxiety on how a corporate conduct itself (Martin, 2012). The best way for organizations to take care of the welfare of all its key stakeholders is by engaging in CSR activities. Companies have a duty to please not only the shareholders but include also those other stakeholders even if they have less implicit and explicit claims (McGuire, 2014).

Sims (2013) stated that the business should continue to conduct its operations in an ethical manner and should be involved in contributing towards the economic development while at the same time taking care of the welfare of its workforce and the surrounding society at large. He argued that firms are expected to serve as examples of good corporate citizen whilst contributing to the financial and human resources of the society and to ultimately improve the society's quality of life. Sims argued that generally, CSR is an organization's duty to carry out programs that contribute to the overall welfare of society.

As Balabanis, (2015) notes, CSR entails policies, programs and practices that are developed so that commercial success can be achieved in a manner that honour ethical,

commercial, economic as well as other key business expectations by the members of the society as well as being involved in decision making that are fair in regards to the interest of all the concerned stakeholders. Therefore, CSR is regarded as a responsibility far from what the state law and economic principles requires so that a firm can be in a position to pursue its key long-term goals that are desirable to the society. It is a continuous business commitment to behave in ethical manner by ensuring that it is contributing towards the development of the economy while at the same time ensuring that it is improving its workforce quality of life as well as the welfare of the local society from where it carries out its operations.

Corporate Social responsibility has four dimensions namely; Philanthropic which means giving back to the society. Firms should obey laws protecting consumers, laws promoting equity and protecting the environment; Economic, this society; Ethical means doing good and not harming our natural environment it also comprises values business has a responsibility to the community where they are conducting their business. There are various ways through which such a responsibility maybe executed. In regular basis, firms are involved in the support or sponsoring of society-based activities such as sport, medical camps, paying school fees, holding festivals, scholarship and awards as well as being involved in environmental clean-up. Most organizations encourage their employees to get involved in their communities. It is not un-usual to find business people holding key positions as community volunteers. Most organization depends on such cadre of volunteers to accomplish their goals. Getting involved in such activities would repay the company in a thousand ways one never even knew existed.

Generally, it is considered that when a firm engages in CSR activities, the profitability of such firm is likely to increase. As a result of this, most large firms have resulted to being actively involved in CSR activities as they believe that such activities are likely to increase their profit. The management of most organizations understand that engaging actively in CSR can promote respect for their firm in the market thus resulting in increased sales, enhanced staff loyalty, and attracting better and qualified employees to the firm. Also, CSR activities focusing on sustainability issues may lower costs and improve efficiencies as well. Corporate Social responsibility behaviour can benefit the firm in several ways, It aids the attraction and retention of staff, attracts green and ethical investment, attracts ethically conscious customers, lead to a reduction in costs

through re-cycling, It differentiates the firm from its competitor and can be a source of competitive advantage and it also lead to increased profitability in the long run.

According to Snieska (2015) CSR is what an organization is engaged in and which positively impacts the general community in which it operates. It could take the form of community relations, volunteer assistance programs, health care initiatives, and special education. Corporate social responsibility is the way in which corporations take back to the community for having allowed it to operate and make profit. Dubrin (2016) asserts that CSR is the concept that business enterprises have a responsibility towards their society apart from their economic objectives such as maximization of stockholders profit as well as beyond those obligations specified under the law. Dubrin (2016) further explains that both the corporate responsibility and ethics entails the organization goodness/morality. Therefore, CSR is in broader terms a concept relating to firms influence on their surrounding societies despite being engaged in doing what required is ethically. As such, organization management must be aware of how their actions in regards to their firms impact their environment in order for them to be considered as behaving in a socially responsible way.

Gordon (2015) describe social responsibility as the implied, enforced or felt obligation of managers, acting in their official capacities, to serve or protect the interests of other groups other than themselves. This calls for banks to incorporate in its strategic planning on how it plans to give back to the community. Chandler (2015) provides that the term strategy is the long-term determination objectives and goals of a firm as well as the adoption of appropriate actions and resources allocation which are essential in accomplishing those goals.

It is an unwritten law that organizations should adopt CSR which covers a wide range of issues such as employee relations, human rights, corporate ethics, plant closures, community relations and the environment (Wanyama, 2012). According to Kotler (2015) the key activities that a business undertakes to ensure that they support social responsibilities as well as fulfilling their commitment t the society is CSR strategies. More often, most of the social undertakings that are supported through CSR strategies revolve around society health, community safety, society education, job opportunities, environmental matters, economic and society development as well as other key human needs. Carroll and Shabana (2013) observed that there is a clear differences between

CSR, which they categorized as sponsorships/philanthropy and strategic corporate management concept, and charity, and sponsorships or philanthropy. They maintain that CSR is about how companies manage the business processes to produce an overall positive impact on society. Joo *et al.*, (2014) opined that important domain in CSR for business researchers has been in sustainability due to the imperative that businesses must create value for their stakeholders while simultaneously meeting their social responsibility obligations, enhanced further by the notion of engaging beyond compliance achieved through adoption of CSR culture, which makes the business ethically desirable, even if it takes away resources from a firm's immediate needs (Eisingerich, 2011). Though CSR diverts resources of an organization into non-directly profitable activities, it has a direct impact to the organization in the long run, and can be linked to the long-term development of organization performance, which is best measured as organization growth.

Akpan (2016) found that in developing countries, the significance of CSR has been recognized by majority of business enterprises so as to facilitate long-term business success where CSR has been adopted within companies' policies, strategies, programmes and commitments toward social and environmental undertakings. However, he opines that firms must at all time evaluate the projects they are to initiate through CSR programs in lights of their ability to produce both social benefits to the society as well as ensuring economic development, hence, ensuring value for stockholders. As Babalola (2012) asserts, firms must be ready to develop various strategies that are appropriate when dealing with various needs of the society, the natural environment and other necessary business requirements in regards to how appropriately they are integrating social responsibility approaches into both strategy and their day to day operations of their firms across the globe.

Sometimes both the CSR cost and the expected benefits are not the same. This is because, the costs related to CSR are incurred immediately whilst the resulting benefits are in most cases not realized with immediate effect. Despite this, most of the underlying benefits related to CSR are identifiable. For instance, in a case where a banking institution is considered to be responsible socially, such a bank is likely to benefit due to its social reputation within the business community by having increased ability to attract capital and trading partners (Wanyama 2012). However, according to Ratichek (2014), it is very hard to quantify and measure reputation. Ratichek also

claims that it is also very difficult to measure how reputation results in increase of value. However, since organizations having in place methods to measure benefits associated with their advertisement campaigns, therefore, such techniques should be adopted in quantifying and subsequently measuring corporate reputation.

2.2: Corporate Social Responsibility in Developing Countries

Across the globe, firms have been adopting comparable approaches in regards to their business responsibilities (Blowfield *et al.*, 2015; Prieto-Carron *et al.*, 2016). Nevertheless, currently the concept of CSR seems to be a bit different since it is based on the Anglo-American practices in which case the CSR is considered in terms of voluntary nature especially on Northern global firms (Fox, 2014). AS such, CSR is based on the trend of a dispersion process policies comprising of both the north and south and thus covering the international convergence policies structures (Jänicke, Kern, & Jörgens, 2014; Tews, Busch, & Jörgens, 2013; Weidner & Jänicke, 2014). The continuous rise in significance of CSR in regards to middle income estates view is in terms of both the consideration of modern large-scale approaches of CSR and the its new role that has been incorporated to the private sector as well as state development assistance. By adopting this, CSR in developing state has increasingly gained considerable support by many scholars.

The concept of CSR in developing states adopting best practices has been developing to a large scale as a result of firms being involved in CSR activities. Various scholars have undertaken studies in which they have highlighted the economic significance for global corporations entering markets in developing states (Kirchgeorg & Winn, 2016; Prahalad, 2015; Thorpe & Prakash-Mani, 2013; World Business Council on Sustainable Development, 2014). Nevertheless, irrespective of whether engaging in new CSR Regardless of the question whether these new Corporate Social Responsibility activities results in worthwhile outcomes in terms of (sustainable) development, it has in overall proven to be an option that is attractive to businesses in terms of regulative approach.

The regulatory autonomy of a firm can be increased, the host state can decentralise business responsibilities and thus saving on the resources which are scarce as well as non-governmental organizations raising their funding and profile (Michael, 2013). A major result that is tangible and has been achieved by the adoption of modern CSR concept is that it has allowed individuals to deliberate concerning employees' rights,

international governance, enterprises that are sustainable, as well as everything that is considered to be relevant. According to Blowfield, (2015), the legitimacy of CSR particularly in developing countries is centred to the overall welfare of the poor and those side-lined individuals. Nevertheless, the concept of CSR in developing states perspective is that the current practices that are adopted in regards to CSR seems to be increasing in higher rate such that it is bypassing the related research on the larger consequences of this tremendous rise on organizations internal regulation. As Prieto-Carron *et al.*, (2016) asserts, CSR and the resulting development agenda is normally designed and merged without paying any attention of the possible consequences of the CSR. While analysing how firms and the poor local community members relate, Newell notes that typical CSR methods adopt some set of conditions that are normally non-existence in most developing countries.

2.3: Corporate Social Responsibility in Kenyan companies

A study conducted by Ayele (2013) to investigate the corporate social responsibility practices of polythene manufactures in Kenya found that though they were well aware of the concept, they were not in a position to implement it. This is because of the prohibitive costs associated with the practice. Many are of the view that their main responsibility is production and profit maximization. This is the Friedman doctrine in which the argument against corporate social responsibility holds that the sole responsibility of the company is to its shareholders, and it is set up to earn the highest return on investment. Managers in businesses are duty bound to maximize profits, and the company is strictly speaking an economic institution that has the sole purpose of creating economic wealth.

For Kenyan companies the lure of corporate social responsibility is great, but financial pressures place an obstacle. As Rue (2015) contends, the greatest barrier to CSR is in the form of economic analysts and stockholders. In their concern for immediate profits, they deliberately ignore investment in areas that cannot be accurately measured, and whose returns are long run in nature. This pressure for short term earnings affects corporate social responsibility as most companies are geared to short term profit goals. According to Kamau (2015), managers who seek corporate social responsibility goals may find stockholders unsympathetic, and many are very cautious when it comes to expenditure on social responsibility initiatives. The challenges facing corporate social responsibility initiatives in Kenyans firms are perhaps due to the influence and pressure

exerted by those who argue that a company has no business pursuing social goals. The concept of corporate social responsibility is very important to companies today especially in this era of intense competition, changing customer expectations and global trade. Managers should find innovative ways of attracting and retaining customers, and one of the ways is to be good corporate citizens demonstrated in consistent CSR initiatives.

The concept of CSR is nowadays becoming very popular in Kenya, with many companies adopting it (Okeyo 2014). Nation Media Group, for example is actively involved in fencing the Aberdares forest and also offers to publish the social responsibility activities of other firms at zero cost in its newspapers. East African Breweries on the other hand has sponsored the government hospital beds project to the tune of Ksh 4 million and runs a Ksh 8 million annual Guinness Strathmore University scholarship award. Magadi Soda Company continues to sponsor schools, hospitals and community based projects around Lake Magadi (Corporate Concern, 2015). Mabati Rolling Mills and British American Tobacco are also actively involved in contributing to community projects. Other companies actively involved in social responsibility initiatives include Reckitt and Benkiser, which sponsors the Dettol heart run, Safaricom limited and it's Safaricom Foundation and the East African Standard.

Although corporate social responsibility is now very important, there is no much evidence from a majority of Kenyan companies on its level of implementation. This is probably due to the fact that it is regarded as a public relations exercise (Mutuku, 2014). It may also be due to the conception that social responsibility has no direct influence on performance and that there is no evidence of its return to investment. In this era of intense competition and fast changing consumer needs, firms have to design innovative ways of attracting and retaining customers. Corporate social responsibility can be used to create and maintain appositive corporate image that will differentiate the company from the competition and also appeal to interests and causes that are at the heart of consumers.

2.4: Corporate Social Responsibility Activities

Corporate social responsibility activities have four distinct and heterogeneous dimensions that exist. The first dimension is an environmental capability. The natural environment these days is a very important part of doing business (Panapanaan *et al*,

2013). The firms are required to manage their impact on the natural environment through means such as reduction of waste (water, air and solid waste), planting of trees, emissions, recycle of waste and their overall consumption of raw materials (McWilliams and Siegel, 2015). Organizations are subsequently expected to disclose their level of involvement with the natural environment as part of an inclusion in their sustainability reports.

The second dimension is a workplace capability. It is expected that employees will be provided with a safe and healthy workplace (Carroll, 2013). This includes offices with good lighting, fresh air, and enough space as well as good and right tools and equipment. Workplace may also involve the management of human resources through an ethical work climate, employee empowerment and teamwork (McWilliams & Siegel, 2015) through training and development programs. Organization should also improve the balance between work and home life of its employee by having form such as day care centre for employees' children. Many organizations list both People and Health and Safety as important areas of CSR that they concentrate on within their sustainability reports.

The third dimension is a marketplace capability. This dimension comprises the development of long-term ethical relationships with suppliers, customers, and business partners (Whysall, 2014). Further it involves manufacturing a product that is safe and desired by the community as well as educating them on usage of those product or services. The final dimension is a societal capability. The societal obligation involves short-term investments into the local community for the current generation (Panapanaan *et al*, 2013) as well as long-term investments into the local community for future generations. Philanthropic behaviour of a monetary or non-monetary nature and the promotion of basic human rights of all local and global citizens also fall within this dimension. In Kenya such activities include investment in Jua kali sector, sponsorship of sports among others.

2.5: Factors influencing CSR Adoption in Organizations

The concept of CSR can be defined in two broad ways. At first, CSR is generally considered as any firm theory that entails two major responsibilities i.e. to maximize their profit and to ethically interact with the society in which such firms operates from. Secondly, CSR is considered to be a specific regard of the responsibility of a firm to

generate profit while at the same time taking into consideration the well-being of the general community. In addition, Bob (2012) defines CSR as a precise theory on how business corporations interact with the society in which they undertake their operations as well as the large world. As such, CSR is considered to be composed of four key obligations.

The first obligation is the economic responsibility to make money. This obligation is a requisite by simple economics and it is the organization form of the human survival character. In modern economic market, firms that don't make profits are fated to perish. This means that majority of business operations must be profitable. As Brammer & Pavellin, (2014) asserts, without profit there's no business and no business ethics.

The second obligation is the legal responsibility to adhere to rules and regulations. As with the previous responsibility of profit maximization, this particular responsibility cannot be considered to be controversial. However, what CSR advocates argue is that this obligation must be understood as a practical duty. That is, laws aren't boundaries that businesses can avoid and cross over in case the resulting penalties are low. Instead, business enterprises that are responsible usually accepts the laid down legislations as a social good and makes effort in good faith to obey not just the letter but also the spirit of the limits.

The third obligation of CSR is ethical responsibility to do what's right even when not required by the letter or spirit of the law. This obligation is considered as the CSR basis. Therefore, this obligation normally depends on a clear business culture that considers a corporate itself as a citizen in society, with similar obligations that are required of a citizenship (Bob, 2012). The charitable business responsibility to donate towards community projects even when they're independent of the particular firm. Despite the fact that SMEs are not likely to see CSR in terms of risks to brand image and public reputation, SMEs are most likely to follow ideas closer to home such as company retention and motivation as well as involvement of the society. Virtually all firms in their sample regarded local society participation as a significant matter and were involved in environmental or social activities at the local level.

The key driver of a business towards CSR involvement is business reputation which specifically entails general public perception of the business. As Bhattacharya & Sen, (2014) notes, such perception may include customers perception, firm's staff's

perception, prospective investors and employee's perception which in turn creates a market for socially responsible investments. In other words, majority of organizations seems to likely lack competencies, enough resources as well as the basis of utilizing CSR as an instrument to leverage their corporate brands.

By engaging in CSR activities, business enterprises are considered to be giving back to the society in order to improve the living standards of the members of the community from where their operations are based. However, for business enterprises to achieve raising the well-being of the community members, such organization must have chosen business practices that are value-based as their key drivers. According to Mowat, (2015) the best key drivers of CSR for a firm is the business ethics. In this regard, business ethics are defined as the strategies adopted by a firm in integrating core values such as integrity, honest, best practices, trust, fairness in decision making as well as the its policies. In addition, business ethics also entails business involvement in ensuring that they are complying with all the set legal regulations as well as adherence to the set rules and regulations. As such, Effective Human Resources Management is considered to be the most significance and essential for a business undertaking. Therefore, the firm workplace can easily be improved through the firm's adoption of CSR practices that are meet to improve staff welfare and their labour relations (Moan and Swaen 2014). Adoption of good CSR practices can also be advantageous to a firm as it can make its recruitment process very easier since qualified personnel like to work in an environment where their well-being is being considered which in the end allows the firm to save on it expenses related to employee turnover, recruitment and retraining.

According to Morandi & Zaeri (2011), the good CSR practices which can be adopted by a firm and positively impact on the firm's operations are many. Among these good practices include: being equal opportunity employer, inclusion of all individuals despite their gender, race, disability among others, ensuring a firm has a well outlined code of conduct, HIV/AIDS prevention measures among others. For this, the business process of a firm is considered as not including only the internal affairs of the firm, it also includes the large organizational supply chain involved in supplying the firm with goods and services. Based on this, in the event any party in the entire supply chain is involved in neglecting either social, environmental or even human rights aspects, such an act may reflect negatively on the organization. Therefore, firms must strive to utilize

their strategic position and influence their entire supply chain so that it can reflect positively on the firm's stakeholders.

Nzovah (2012) notes that, the products and services that are offered by a firm are mainly meant for the organization's clients. Therefore, both the cost and quality of such products and services can be of great concern to the firm's customers. In modern world where there is efficient communication means and getting aware of something is easy, the customers' loyalty and satisfaction are usually dependent on the strategies that a firm employs in the production of its goods and services, how it considers the social, environmental, their supply chain and other related aspects. Irrespective of a firm meeting the laid down legal requirements, it doesn't mean that a firm is involved in CSR since CSR entails being involved in matters that are far beyond what is prescribed but by delivering what is beneficial to their operating environment. Among the key engagements that are likely to be categorized as CSR includes: involvement in sustainable natural resources solutions, managing adverse environmental impacts, controlling environmental pollution, as well as being involved in production of environmentally friendly product (Moan and Swaen, 2014). A key external business stakeholder is the general community from which the firm operates. However, the degree to which a firm gets involved in the matters of the community is in most cases dependent on how it directly interacts with the general society as well as its assessment of major issues faced by the community members living in the surrounding areas. By understanding this, a business enterprise is able to focus on the most appropriate strategies that are likely to positively impact the lives of the society members and at the same time improving on the organization brand-image. Therefore, business engaged in the matters of the society could be both direct and indirect via project funding as well as supporting community-based projects especially those initiated by the local agencies.

Over the last few years, there has been an extensive growth in the breadth of topic considered under the CSR umbrella. However, the implementation of CSR leads to various advantages for the companies that will try them. Nowadays, firms are acknowledging the fact that it is in their interest to be in consultation with their key stakeholders which they should demonstrate through various social responsibility gain specific benefit, despite the fact that it is not possible to quantify all the resulting benefits in a direct measurable way. In their review of literature, Adams & Zutshi (2014) asserts that the key benefits related with CSR such as staff retention and

effective personnel recruitment can easily be achieved in the event where a firm acts responsibly as well as being accountable for both the social, and environmental effects by helping the such firms in attracting and retaining the most talented people.

In a study undertaken by Joyner & Payne, (2014) involving ten entrepreneurs whose business ventures had been successful, it was noted that such was as a result of impressive corporate brand-image which the entrepreneurs had gained as a result of engaging in CSR practices. The study findings established that the ten entrepreneur's business ventures took their social responsibility beholds what the law stipulates in respect to CSR as well as their effective interactions with their key stakeholders. As such, the business enterprises witnessed tremendous benefits as they experienced growth in size as well as strategically establishing themselves within the community. In addition, Joyner & Payne, (2014) further identified a positive link between organizational value, business ethics, CSR and the corresponding financial performance which indicates that investors might be making maximum profit by simply engaging in socially responsible investments and through adherence to their individual values. According to Adam (2012), CSR improves internal decision making within an organization which in turn results into cost saving, hence, allowing the firm to continuously improve on its operations. Therefore, process efficiency and improved firm's operations allow the firm to minimise various risks as well as improving the work safety (Kings, 2012).

2.6: Measuring Corporate Social Responsibility

Mutuku, (2014) provides that assessing CSR is a very difficult task. It is a concept with many dimensions, which do not behave similarly and have their own characteristics in different industries. The main approach is to use the reputation indices such as the ratings by New York Stock Exchange, Fortune magazine and locally the company of the year (COYA) awards. All these are established through various surveys and opinions of analysts and top management. According to Griffin and Mation (2015), there are eight attributes of reputation namely: management quality, innovativeness, products quality, environmental responsibility, long term investment value, staff talent, financial soundness, and the use of corporate assets. These are combined to derive a reputation index. Griffin and Mation (2015) also outline the social audit. This comprises systematic third-party assessment of an organization's social behaviour including service to the society, corporate philanthropy as well as environmental action.

Corporate philanthropy assesses the charitable activities of a firm compared with others. Management social responsibility principles and values of particular firms can also be used to gauge the extent of social responsibility. This assesses the values and principles inherent in an organization's culture such as economic, legal, ethical and discretionary responsibilities. Mutuku (2014) explains that currently, there are no indices developed on corporate social responsibility in Kenya. Hence, very few companies have issued corporate social responsibility reports starting from the year 2004. This should gradually see firms not only releasing their annual financial reports but also including a report on their corporate social responsibility practices.

According to Muthuri, (2015), in UK Percent Standard is the well-known CSR benchmarking platform since it demonstrates the extent to which a particular firm is committed towards its local society. As such, Percent Standard is a voluntary creativity that is utilized in measuring and benchmarking monetary donations, employees' time, as well as gifts in kind which are normally expressed as a percentage of the firm's pre-tax profits. In the United Kingdom, the Percent Standard used is usually 1% while in the United States the Percent Standard recently increased to 2% in order to encourage CSR among firms. However, this is not a ceiling mark since it is both open to large as well as small firms. In the United Kingdom, 152 firms in 2004 reported their corporate investment via their contribution in the society something which encouraged corporate social reporting by firms. The advantage of corporate social reporting is numerous to both the business organizations and the receiving society. This is because, corporate social reporting celebrates and recognizes corporate giving, thus allowing raising awareness through public reporting thus encouraging other organizations to compare their performance against others. Additionally, firm participation in Index also ensures that a firm supports an entire range of organizational objectives including such as brand-image, boosting morale of employees, skills development, as well as generating positive media coverage. Thus, the Percent Standard can be said to be producing meaningful analysis of the corporate full extent through its overall contribution to the society. As such, any contribution to the society that is more than 1% is usually recognized through an award of certificate as well as being allowed to use the Percent Club logo.

Another method of quantifying CSR is by use of uni-dimensional indicators. These indicators entail expressing a judgement based on a particular single aspect of the entire socially responsible practices that are undertaken by a firm. Among the most used CSR

proxies utilized in literature are: local community and philanthropy dialogues, client's orientation, the extent of business involvement in illegal activities as well as respect for the general environment. Corporate social responsibility can additionally be quantified through the use of the organizational ethical rating. Ethical rating is concerned with multi-dimensional index which elaborates on various specialized agencies. Each and every one of these agencies have overtime developed their own model of quantifying organizational social results that are capable of foreseeing selection of some indicators (which in most instances involve stakeholders' typologies with which organizations interface) which is unusually attributed a score. Thereafter, the scores are combined into an artificial result (ethical rating) as per the weighted or arithmetic average.

2.7: Theoretical Framework

This study was grounded on three theories to assist in laying proper foundation in the analysis of the findings. These were the Corporate Social Performance, Social Capital and Social Exchange theories.

2.7.1: Corporate Social Performance Theory

Social responsibility is defined by Bowen (1953) as the businessmen responsibility in pursuing policies, making decision as well as following the lines of action which are considered to be desirable in the society. In the field of business and community relationship, some new directions were introduced in the 1970s. The new directions resulted due to raise in protests regarding capitalism and organizations growth resulting in some social issues that contributed to increased regulations by the state governments requiring procedures and other official requirement (Mele, 2016). At this time period, one of the few requirements that was introduced involved adaptation of corporate behaviour in regards to social needs and demands such as being proactive (Mele, 2016).

As such, the concept of corporate social performance was introduced by Carroll in 1979. Again in 1985, the concept of Carroll was expounded by Wartick & Cochran who suggested that involvement in corporate social activities is based on the core principles of social responsibility, policy issues of management and proves of social responsiveness. The first model of corporate social performance was introduced by Wood in 1991 which included institutional, organizational and individual CSR, the process of corporate social responsiveness and results of corporate behaviour.

When the concept of corporate social performance was applied in institutions, it came to be referred to as the principle of legitimacy which provides that society grants legitimacy and power to organizations and those who don't utilize it well are likely to lose it. Therefore, under the concept of CSR, business undertakings are required to adhere to the standards of performance, laid down legislations, as well as the prevailing community policies. Thus, business CSR has to be involved with the business managers through exercising their power in relations to making decisions thus making sure that they are responsible socially. In this regard, organizations are required to be extra proactive when they are publishing their annual accounts as well as when they are engaging in social, economic and environmental performance so that their involvement in CSR programs can be known.

2.7.2: Social Capital Theory

According to a research conducted by (Utulu, 2014; Meghaghab, 2015), it has come to be established that the user of information in most instances prefer to utilize the information of other individuals such as their colleagues, family members, friends as well as the marriage mates. Through such behaviour relating to seeking of information, a web of relationship has been established among individuals who desires to obtain various information as well as other kinds of social benefits from others. As such, the overall relationships that exist between businesses and individuals in between the information web have of late increased as a result of utilization of modern technology, internet usage and rise in individual's willingness to utilize such modern internet and their resulting benefits. The combination of the prevailing information webs between individuals has come to be known as social capital and has raised the productivity of various organizations.

According to Woolcock & Narayan (2014), social capital is, "not what you know, but it's who you know". Widen-Wulff & Ginman, (2014) further expounded this definition by asserting that social capital is norms, networks, trust, as well as mutual understanding that enable individuals with common objectives to act together. Therefore, social capital is mainly considered in terms of social cooperation and social network formation that brings together individuals who have interest in the available capital to the individuals inside the specific social web. Social capital theory can thus be

said to be entrenched on how peoples and businesses self-gain (what they want) and their resources which determines those to relate with as well as how to relate with them.

According to Grootaert et al. (2013) the concept of social capital is normally discussed by political scientists and sociologists in two fronts. On their part, sociologist view social capital as being the basic resources including information, ideas and other supports that can be available only when there is a social relationship between various individuals. On the other hand, the political scientists view of social capital is that, social capital is regarded as a mere research in terms of political participation and associational life. According to Totterman & Widen-Wulff (2014) the concept of social capital is extensively researched in three key levels by both the sociologists and political scientists at three levels. These levels are micro levels, macro levels and meso levels. The study of social capital in terms of macro level studies entails citizenship in geographic regions. On the other hand, the study of social capital in terms of meso level entails the sociological studies views of business and the manner in which units within business carry out capital resource exchange. Further, the study of social capital in terms of micro level involves focusing on particular individuals and how they relate with those who produce capitals. However, three key dimensions of social capital; are put forward (Widen-Wulff & Ginman, 2014). These dimensions of social capital are structural dimensions, content dimensions and relational dimensions. Further, Widen-Wulff & Ginman, (2014), points out how information science research developed and used them to explain various aspects of knowledge sharing.

2.7.3: Social Exchange Theory

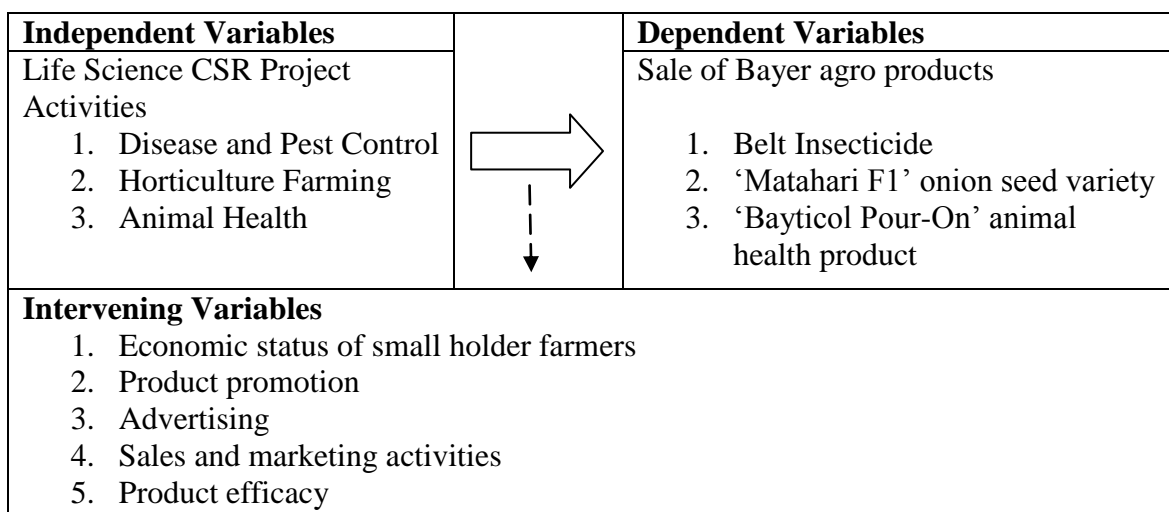
Social exchange theory was advanced from sociology, psychology, and economics in order to explain behavior of human beings in terms of personal self-interests and choices which are requisite to accomplishing personal objectives. According to the proponents of social exchange theory (Homans, 1964), Blau (1964, 1967) and Emerson (1972), the key advocacy of this theory is that individuals make choices in order to reduce costs and at the same time maximize rewards. Social behaviour is viewed in terms of the pursuit of rewards and the avoidance of punishment and other forms of costs. Exchange theory is founded on the idea that social interaction also known as human behaviour entails an exchange of activity, tangible and intangible, mainly of rewards and costs. Thus, rewards can be considered to be either tangible such as money

or intangible such as attention, affection and status as long as there are considered as having value or bringing satisfaction. However, costs arise as either emotional or physical benefits which in other words can be considered as foregone opportunities to gain rewards. The theory considers exchange of benefits, particularly awarding other individuals something more valuable to them than it is costly to those giving them out and vice versa since the fundamental foundation or open secret of human behaviour and so a phenomenon infusing all social life (Coleman, 2012).

Reciprocal exchange idea is usually considered as the major notion of social exchange theory. Reciprocal exchange can thus be defined as the overall anticipation that when individuals are awarded, they respond by doing something good things to others. Additionally, reciprocal exchange entails the concept that relations among two individuals continues being stable (Thibaut & Kelley, 2013). Reciprocal exchange is normally guided by two key parameters which are cultural norms and laws. In normal cases, the two parameters of cultural norms and laws are maintained in the event where a group of individuals consider them to be beneficial. However, in some instance individuals are likely to violate these two key parameters especially when they sure that the related costs are more than the resulting rewards.

2.8: Conceptual Framework

Kothari, (2010) defines conceptual framework a pictorial depiction showing the relationship between various variables being researched. According to Kothari, a conceptual framework provides an understanding of the research variables from the researcher’s perspective.



As this study explored the impact of the Bayer Life Science Project on the sales performance of selected agro products, the study also considered of other intervening variables that impacted on the sales performance of the very agro products in question. In this context, other factors that may have impacted on the awareness, purchase and usage of the selected agro products included the cost of the products and the economic status of the farmers, product promotion through different advertising and marketing channels as well as the efficacy and reliability of the products.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0: Overview

This chapter details the methodology used carrying out this study. The following are thus included in this section; population targeted by the study, research design, research approach, study sample size, sampling procedure and techniques. Additionally, the section also includes; data collection procedures, data analysis, data processing and data presentation. Data validity and reliability as well as ethical considerations are also elaborated in this chapter.

3.1: Research Design

An evaluative research design was adopted in this study. This type of research design is a scientific technique that is utilized in determination of the influence of a social intervention. According to Mugenda and Mugenda, (2009) the concept of social involves the specific actions which are considered as specific interventions undertaken within the social context and which are designed to yield the desired outcomes. As such an evaluation study aims at analysing the key influences of a given program based on an already existing social issue that is trying to be solved by the social program.

In this study, a mixed technique approach was used. In order to gain a clear understanding as well as an in-depth interpretation of the study outcomes, the survey employed a qualitative approach. The technique was appropriate because it ensures that the problem at hand is thoroughly investigated. Therefore, the survey aimed at selecting various cases to target after which a thorough analysis identified the prospective alternatives that could be used in solving the underlying study question based on the already existing solution regarding the case study selected.

3.2: Study Population

Study population is usually defined by Kombo and Tromp (2011) as a collection of objects, individuals, or even items upon which a sample is obtained to be studied. In addition, Cooper and Schindler (2011) provide that a study population is the sum of group of items from which an individual is trying to make inferences. However, Kothari (2011) refers population as just a universe in research context.

Additionally, Wambugu, Kyalo, Mbi & Nyonje (2015) considers population as the whole collection of events, people or even things that are of interest to the researcher define a population as the entire group of people, events or things of interest that the in the event where such are to be subjected to study and is usually abbreviated as N. However, according to Cohen, Manion, & Morrison (2014) a target population is a precise share of the large population and such can be lessened in order for the study objectives to be achieved. The target population for this study comprised four groups: Sales and marketing staff of Bayer East Africa Limited, the BLS Project team, sales staff of different agrovet retail and key dealer shops in West Pokot County as well as the beneficiaries of the Bayer Life Science Project in their numbers as shown below:

Table 3.1: Study Population

Category	Frequency	Percentage of Total Population
Bayer Sales and Marketing Staff	50	10%
BLS Project team	9	2 %
Agrovet and Key Dealers Staff	41	8 %
Direct Project Beneficiaries	400	80%
Total	500	100%

Source: Bayer Life Science Baseline Survey (2016)

3.3: Sample Size and Sampling Technique

The sampling plan describes the sampling unit, sampling frame, sampling procedures and the sample size for the study. The sampling frame describes the list of all population units from which the sample will be selected (Cooper & Schindker, 2013). The study employed Stratified random sampling technique and systematic random sampling. Stratified random sampling is unbiased sampling method of grouping heterogeneous population into homogenous subsets then selecting within the individual subset to ensure representativeness. Random systematic sampling was used to identify the respondent from the different groups categorised through random stratified sampling. The goal was to achieve the desired representation from various sub-groups in the population.

Mugenda and Mugenda (2009) observed that there are certain non-definite practices among social research workers that the beginner can adopt. One such practice suggests that if population is a few hundreds, a 40 % or more samples will do: if many hundreds;

a 20% will do; and if several thousands, a 5% or fewer samples will do. Accordingly, a 40% sample size was used for this study, drawn from a total target population of 500 individuals who are either sales and marketing staff of Bayer East Africa, sales staff of different agrovet retail and key dealer shops in West Pokot County or project beneficiaries who were smallholder farmers. Using stratified and systematic random sampling, 40% sampling fraction was picked from each representative stratum i.e. from the stratum representing sales and marketing staff of Bayer East Africa, stratum representing sales staff of different agrovet retail and key dealer shops in West Pokot County and the stratum representing project beneficiaries. This gave 20 respondents sampled from 50 sales and marketing staff of Bayer East Africa, and another sample of 16 picked from 41 sales staff of different agrovet retail and key dealer shops in West Pokot County. On other hand 40% of 400 respondents representing the direct project beneficiaries', smallholder farmers, stratum was selected. Additionally, 4 respondents were purposively sampled, based on their involvement in the project and the information they had, to give a total of 160 respondents. This realized a total sample size of 200 respondents.

Table 3.2: Sampling Procedure

Level	Frequency	Percentage	Sample size
Bayer Sales Marketing Staff	50	40%	20
BLS Project Team	9	40 %	4
Agrovet and Key Dealers staff	41	40%	16
Direct Project beneficiaries	400	40%	160
Total	500		200

Source: Bayer Life Science Baseline Survey (2016)

3.4: Data Collection Techniques

There are various techniques that can be utilized in collecting data (Ngechu, 2014). However, the data collection tool as well as the instrument normally depends on the key attributes of the research such as the objectives, methodology, problem statement, research question, and data results expected. The reason for this is because each and every tool chosen is adapted to collect a specific type of data. The two types of data that is administered to the respondents are secondary and primary data (Donald, 2016). Therefore, in this current survey, the researcher made use of primary data. As Mugenda

& Mugenda (2009) notes, primary data is considered as that data which the researcher collects himself from authentic original source and as such it is said to be the most reliable data to use.

3.4.1: Questionnaires

In this study, the researcher made use of structured questionnaires as the main instruments of data collection which made the study responses to be uniform. The researcher utilized questionnaire because it is a fast data collection instrument when compared to others (Mugenda & Mugenda, 2009). Additionally, when the researcher is using a questionnaire, they are able to collect data from a range of sources. Therefore, the researcher in this case utilized both closed-ended and open-ended questions in this case. Additionally, questionnaires permit better consistency in the way questions are asked, thus, allowing for great compatibility of the responses received. In this study, the researcher considered two key categories of questions when he was developing the questionnaires. The two questions categories are unstructured and structured questions. Field (2015) defines structured questions as those questions with a list of all the available alternatives upon which study participants are required to choose their answer. In this case, the researcher constructed the study questions in such a way that they addressed the objectives of the study and provided a variety of prospective responses.

The researcher utilized a five point Likert scale which ranged from 1-5 which were utilized in answering the statements like questions in the questionnaire where 1 represented strongly disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 - Strongly agree. The Likert - type format was chosen as the appropriate format because it yields equal - interval data, which in turn allows the utilization of more powerful statistical which was used in hypothesis testing (Kiess & Bloomquist, 2014). The open-ended questions in the questionnaire gave the participants their freedom when answering the questions which allows the researcher to gauge the mood and feelings of the participants. Therefore open-ended questions are essential as they are able to expose the attitude and feeling of the respondents (Field, 2015).

3.4.2: Interview Guide

An interview guide provides detailed background on reasons why respondents give specific answers and an elaborative data concerning respondent's opinions, values, motivations recollections experiences and feelings (Dillon, 2001). Through a structured interview guide that contained prodding comments and leading questions (Kasomo, 2006) the researcher was able to exhaustively collect data in line with the research objective of establishing the co-relation between corporate social responsibility and sales of company products. While survey was exclusively used for project beneficiaries, Bayer East Africa sales and marketing staff and sales staff of the different agrovet retail and key dealer shops in West Pokot County, interviews as a method of data collection was additionally used to collect data from the Bayer Life Science project team.

3.5: Validity and Reliability

3.5.1: Validity

Validity is considered by Mugenda & Mugenda (2009) as the overall accuracy as well as the relevance of inferences which is normally gauged depending on the results obtained from the study. Validity of the questionnaires used in data collection was ascertained through the pilot study which was conducted prior to the main study. In order to ascertain the validity of the questionnaire, the researcher adopted both face to face as well as the content validity. The inferences from the test score to the entire population of similar items among those being tested were clarified through content validity. In this regard, content validity aims to investigate the representativeness of the sampled population. Normally, what is covered by the test items is a clear representative of large domain of the skills and knowledge (Gillham, 2015).

3.5.2: Reliability

In research field, the term reliability is considered in regards to the question as to whether the research outcomes are repeatable. In research, all the constructs reliability is measured through a construct composite reliability co-efficient (Cronbach alpha). Normally, a Cronbach alpha of at least 0.6 in this study was considered adequate for meeting the research objectives. As such Cronbach Alpha, is considered as the measure of internal consistency i.e. how various construct related at close range which was used to determine whether the instruments used in the research were reliable.

3.6: Data Analysis and Presentation

Kothari, (2004) defines data analysis as the entire process continuing immediately after the data is collected until the data is analysed, interpreted and processed fully. In this study, the researcher ensured that before the responses were processed, all the questionnaires were verified for consistency and completeness. Both quantitative and qualitative data was generated in this survey. Thereafter, all the quantitative data was coded and inputted into Statistical Packages for Social Scientists (SPSS Version 23) from where the analysis was undertaken using both the statistical as well as the inferential statistics. On the other hand, thematic analysis was adopted to analyse the qualitative data based on the content of the responses from respondents. In this case, all the responses that were similar were grouped together into coherent categories. Absolute and relative percentages, frequencies, measure of central tendency and measure of dispersion characterized the descriptive statistics. However, the quantitative data was characterized by tables, graphs and explanations and such were presented in prose format.

3.7: Ethical Considerations

The study followed the systematic procedure required by the University of Nairobi where the researcher was cleared to proceed for field work after being certified by the Board of examiners and issued with a certificate of field work. The researcher also obtained clearance and approval letter from Bayer East Africa to use Bayer as the case study. All data collected was treated with utmost confidentiality so as to protect the identity of the respondents. Additionally, the study was tested for anti-plagiarism and originality report issued by the University and after the proposed corrections were affected, certificate of corrections was issued for final preparations and binding.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0: Overview

This chapter analyses, presents and interprets research results. The results are presented based on the objectives of the study as well as the research questions in the format adopted in the research tools. In this study, the data was gathered with the help of survey questionnaires and interview guides. The researcher structured the study questionnaire based on the study objectives. Likert-type questions were developed in the questionnaire so as to ensure that quality data was collected. In the Likert-type questions, the respondents were requested to indicate the extent to which the variables being sought were practised in a five-point Likert scale. The qualitative data were principally used for triangulation purposes.

4.1: Response Rate

It is the actual number of respondents who answered the survey and returned the completed tools divided by the total number of the sampled respondents. This is an important indicator of the survey quality and the confidence in results. The study sampled 200 respondents. From the study, 13 out of the targeted 20 Bayer Sales Marketing Staff, three out of the targeted four BLS Project Team, 11 out of the targeted 16 Agrovet and Key Dealers staff and 114 out of the targeted 160 direct project beneficiaries sampled filled in and returned the questionnaire making a total of 141 respondents, consisting of 65%, 75%, 69% and 71% respectively. This translated to average response rate of 71%, as illustrated by table 4.1.

Table 4.1: Response Rate

	Bayer Sales Marketing Staff		BLS Project Team		Agrovet and Key Dealers staff		Direct Project beneficiaries	
	F	%	F	%	F	%	F	%
Responded	13	65	3	75	11	69	114	71
Not responded	7	35	1	25	5	31	46	29
Total	20	100	4	100	16	100	160	100

This response rate was made possible after the researcher made personal visits and interactions with the respondents to fill-in and returns the questionnaires. According to Mugenda & Mugenda (203), this practice was acceptable because it allowed the researcher to clarify to the respondents on any query they raised for clarity before filling in the data hence guarding against collecting biased data.

4.2: Demographic Characteristics of the Respondents

The study sought to find out the demographic features of the respondents based on gender, age and level of education. These features helped the researcher to ascertain the information of the respondents involved in the study as well as make inferences about the findings.

4.2.1: Gender Distribution of Respondents

It was evident that there were more males among the Bayer sales and marketing staff than females, more male agrovet and key dealers' staff than females and more male direct project beneficiaries as shown in table 4.2 below.

Table 4.2: Distribution of Respondents by their Gender

	Bayer Sales Marketing Staff		Agrovet and Key Dealers staff		Direct Project beneficiaries	
	F	%	F	%	F	%
Male	10	77	10	91	75	66
Female	3	23	1	9	39	34
Total	13	100	11	100	114	100

Male Bayer sales marketing staff were 77% compared to 23% females, male agrovet and key dealers staff were 91% compared to only 9% females and 66% male direct project beneficiaries compared to 34% females.

This shows that both genders were represented in the study however there was significant gender disparity. The Bayer sales marketing staff, agrovet and key dealers' staff and direct project beneficiaries ration of male to female favoured the male gender considering that historically, more males than females are involved in the sales and marketing business.

4.2.2: Age Distribution of Respondents

The study sought to determine the age distribution of the respondents. This was important to help the researcher in drawing general conclusions among particular age groups. The table below shows the distribution of the respondents by age.

Table 4.3: Distribution of Respondents by their Age

Response	Bayer Sales Marketing Staff		Agrovet and Key Dealers staff		Direct Project beneficiaries	
	F	%	F	%	F	%
Less than 30 Years	1	8	4	36	21	19
31-40 Years	10	76	6	55	70	61
41-50 years	1	8	1	9	23	20
More than 50 Years	1	8	-	-	-	-
Total	13	100	11	100	114	100

Findings in Table 4.3 show that majority of the Bayer sales marketing staff (76%), agrovet and key dealers staff (55%) and direct project beneficiaries (61%) were between 31 and 40 years. This implies that the age group 31 – 40 years are more involved in agriculture both as smallholder farmers and professionals. This always explains the dominant age group of productive populations.

4.2.3: Respondents Levels of Education

The respondents' levels of education were also determined to help the researcher make comparison and general inferences of the different practises according to the different levels of education among the respondents. This is as shown in the table 4.4. below.

Table 4.4: Distribution of Respondents by their Level of Education

Response	Bayer Sales Marketing Staff		Agrovet and Key Dealers staff		Direct Project beneficiaries	
	F	%	F	%	F	%
Secondary	-	-	4	36	59	52
College level	1	8	4	36	35	31
University	5	39	2	18	17	14
Post graduate	7	54	1	10	3	3
Total	13	100	11	100	114	100

The tabulation shows a majority of the Bayer sales marketing staff, 54%, were post graduates, 36% of the agrovet and key dealers staff who were the majority had secondary and college education while 52% of the direct project beneficiaries who were also the majority had a secondary certificate. These findings suggest that the respondents were literate and understood the questionnaire, and thus could respond effectively.

4.2.4: Respondents experience in the company or business

This study also determined the respondents' level of experience in their respective organizations. This was important to understand the level of experience and the duration the respondents had interacted with Bayer East Africa Limited, Bayer Life Science Project as well as the various Bayer agro-products. The table below shows the respondents' respective periods of operation.

Table 4.5: Distribution of Respondents by their Period of Operation

Response	Bayer Sales Marketing Staff		Agrovet and Key Dealers staff		Direct Project beneficiaries	
	F	%	F	%	F	%
1- 5 years	7	54	4	36	-	-
6 - 10years	3	23	4	36	3	3
11-15 years	1	8	-	-	6	5
Above 16 yr	2	15	3	27	105	92
Total	13	100	11	100	114	100

Table 4.5 shows that 54% of the Bayer Sales Marketing Staff who were the majority had worked in their organization for a period between 1 to 5 years, 36% of the agrovet and key dealers staff who were the majority had worked in their enterprises for a period between 1 to 10 years while 92% of the direct project beneficiaries who were the majority had practised smallholder farming in West Pokot County for a period of above 16 years. The data suggest that the three categories of respondents had comparable experience with their working environment and thus their findings could be used in the study.

4.2.5: Agrovet and Key Dealers Type of Enterprise

The study sought to understand the type of enterprise of the different agrovet shops. This was to determine whether the shop was a key dealer that only supplied to retail shops or was a retail shop that sold directly to the end users of the products. This was important to help the researcher have a better understanding of the operations and the efficacy of the supply chain by the different enterprises. Table 4.6 below shows this comparison.

Table 4.6: Agrovet and Key Dealers Type of Enterprise

	Frequency	Percent
Agrovet Retail Shop	10	91
Key Dealer Shop	1	9
Total	11	100

According to the findings in Table 4.6, 91% of the respondents who were the majority were drawn from an agrovet retail shop while 9% were from a key dealer shop. This shows that most of the respondents ran or worked at agrovet retail shop and only one key dealer shop was involved – understandably so as a key dealer majorly stocks products and distributes to retail shops which then sell directly to customers and end users.

4.2.6: Location of Agrovet and Key Dealers Enterprise

The study aimed to determine the location of the different agrovet and key dealers' enterprises. This was important to help inform the researcher about the ease of

distribution and availability of the different agro-products that were used in the Bayer Life Science Project in West Pokot County. This is shown in table 4.7 below.

Table 4.7: Location of Agrovet and Key Dealers Enterprise

	Frequency	Percent
Kapenguria	4	36
Sigor	-	-
Kacheliba	2	18
Pokot South	5	46
Total	11	100

The location mapping was done according to the four constituencies in West Pokot County, namely: Kapenguria, Sigor, Kacheliba and Pokot South. According to the findings in Table 4.7 above, 46% of the agrovet and key dealers which formed the majority of enterprises' were located in Pokot South, 36% of the same were located in Kapenguria whereas 18% were located in Kacheliba. No enterprise was recorded from Sigor constituency.

4.2.7: Period Direct Project Beneficiaries Lived in West Pokot County

The period the direct project beneficiaries lived in West Pokot County was also determined by this study. This helped the researcher understand the familiarity of the respondents with the geographical area of study in terms of weather patterns and best agricultural practises. This was important to understand some of the decisions that might have been made by the respondents and also appreciate the levels of uptake of new methods of agriculture compared to traditional practises. This is as shown in table 4.8 below.

Table 4.8: Period Direct Project Beneficiaries Lived in West Pokot County

	Frequency	Percent
1- 5 years		
6 – 10 years	3	3
11 - 15	9	8
Above 16 years	102	89
Total	114	100

Table 4.8 shows that 89% of the direct project beneficiaries had lived in West Pokot County for more than 16 years; 8% for a period between 11 and 15 years while 3% for a

period between 6 and 10 years. The finding shows that the direct project beneficiaries had lived in West Pokot County long enough and could explain the different important aspects related to this study.

4.2.8: Where the Direct Project Beneficiaries Practised Smallholder Farming

The study aimed to determine the constituencies in West Pokot County where the direct project beneficiaries practised smallholder farming. This was important to provide the researcher with an in-depth understanding of the constituency where smallholder farming was being practised the most. This was determined and recorded in the table below.

Table 4.9: Where Direct Project Beneficiaries Practised Smallholder Farming

	Frequency	Percent
Kapenguria	4	4
Sigor	3	3
Kacheliba	-	-
Pokot South	107	94
Total	114	100

As per the findings in Table 4.9, 94% of the respondents who were the majority practised their smallholder farming in Pokot South Constituency in West Pokot County, 4% practiced their smallholder farming in Kapenguria Constituency in West Pokot County while 3% practiced their smallholder farming in Sigor Constituency in West Pokot County. None of the respondents was practising their smallholder farming in Kacheliba constituency.

4.2.9: Types of Smallholder Farming Practices by Direct Project Beneficiaries

The types of smallholder farming Direct Project Beneficiaries practised was evaluated to help the researcher understand the uptake and usage of the different agro products. This ranged from fruit farming, vegetable faming, livestock keeping to fish farming as shown below in Table 4.10.

Table 4.10: Smallholder Farming Direct Project Beneficiaries Practiced

	Frequency	Percent
Fruit farming	32	28
Vegetables farming	53	47
Livestock keeping	29	25
Fish farming	-	-
Total	114	100

Findings in Table 4.10 show that 47% of the direct project beneficiaries who were the majority practised vegetable farming, 28% practised fruit farming and 25% practised livestock keeping. Though the Bayer Life Science Project also entailed fish farming, none of the respondents in this study practised fish farming.

The respondents indicated that they grew avocados, lemons, bananas, pawpaw, cowpeas, kales, citrus, spinach, bulb onions, mangoes, sukuma-wiki, kunde and tomatoes and kept cattle, sheep, goats, poultry in their farms. This was across all the respondents from the four constituencies. This implies that the stakeholders were practicing a variety of activities that they were taught through the project, thereby indicating a fair good adaptation rate.

4.3: Bayer, CSR and Bayer Life Science (BLS) Project Awareness

The study sought to find out the level of awareness of Bayer East Africa Limited, its CSR activities and the Bayer Life Science Project among the respondents. This was important to help the researcher make general conclusions level of awareness of the project, which is an important indicator for evaluating a project success on respondents and their responses and thereby make specific conclusions on quality and validity of the responses as the study was pegged on a great understanding of these three components.

4.3.1: Bayer Sales Marketing Staff on Corporate Social Responsibility (CSR)

Bayer Sales Marketing Staff awareness levels on CSR topic and CSR engagement by Bayer East Africa were determined and are presented in table 4.11 below.

Table 4.11: Bayer Sales Marketing Staff on Corporate Social Responsibility (CSR)

	Frequency	Percent
Yes	13	100
No	-	-
Total	13	100

The findings show that all the respondents (100%) from Bayer understood and agreed that Bayer East Africa was engaged in corporate social responsibility (CSR) activities. All the respondents in this category cited the BLS Project as an example of Bayer's engagement in CSR activities. The indicator of self-awareness is important because for success of projects in a company, internal staff must have knowledge and awareness in order to help the external publics to get involved with the activities for building effective and efficient organization-public relations.

4.3.2: Stakeholder Awareness on Bayer Life Science CSR Project

The study sought to investigate whether all stakeholders were aware of the Bayer Life Science CSR Project. This was important as the Bayer Life Science project was the case study of this research project. The awareness levels among all respondents were determined and are recorded in table 4.12 below.

Table 4.12: Stakeholder Awareness on Bayer Life Science CSR Project

Response	Bayer Sales Marketing Staff		Agrovet and Key Dealers staff		Direct Project beneficiaries	
	F	%	F	%	F	%
Yes	13	100	11	100	93	82
No	-	-	-	-	21	18
Total	13	100	11	100	114	100

From the table able, all the Bayer sales marketing staff, agrovet and key dealers staff (100%) and 82% of the direct project beneficiaries indicated that they were aware of the Bayer Life Science CSR Project and that its main focus was on agriculture.

The respondents also indicated by generally recording that animal health and well-being through controlling external parasites, public basic education, free fistula correction medical camps, introduction of new smallholder farming practices around West Pokot County, engagement of youth groups in the adaptation of new onion varieties to improve production and further profitability, free ‘belt’ insecticides to the county and supporting farmers through agri-business trainings in West Pokot were some of the CSR activities undertaken by the Bayer Life Science Project. This was also confirmed during an interview where the project team members cited these as the activities within the project.

This was important to determine to help inform the researcher on awareness level of the Bayer Life Science Project among the different stakeholders which then would inform the quality of the responses collected. According to Kothari (2004) when the respondents are more aware of the topic under study, there is more likelihood to get more reliable data as well as ascertain the level of involvement with the project.

4.3.3: CSR on Sales of Company Products

The study sought to find out whether CSR had an impact on sales of company products. This was important for the researcher as this formed the main basis for this evaluation research. The Bayer marketing and sales staff as well as the Agrovet and key dealers’ staff gave their responses on this as shown in Table 4.13 below.

Table 4.13: CSR on Sales of Company Products

Response	Bayer Sales Marketing Staff		Agrovet and Key Dealers staff	
	F	%	F	%
Yes	11	85	9	82
No	2	15	2	18
Total	13	100	11	100

The study asked the stakeholders whether the CSR project had any impact on the sales of agro-products. As per the findings in Table 4.13 above, 85% of the Bayer sales marketing staff and 82% of the agrovet and key dealers' staff who were the majority indicated that CSR had an impact on sales of company products. This was also corroborated by findings from key informant interviews that were conducted among the project team. One of the Project Team summarized by saying: *“We have seen massive demands for the pesticide, parasiticide and new onion seed variety. This is a pointer that our campaign worked”*.

4.3.4: Stakeholders' Awareness of Bayer East Africa Limited

The assessment of the awareness was carried out among project beneficiaries and the agrovet and key dealers' staff and was to help the researcher identify correlations between Bayer and its products. Table 4.14 shows that all the agrovet and key dealers staff (100%) and 87% of the direct project beneficiaries were aware of Bayer East Africa Limited and their products such as belt, milraz, thunder, wuxal, lambada, matahari, tihan, obero and thunder.

Table 4.14: Agrovet and Key Dealers Staff Awareness of Bayer East Africa Ltd.

Response	Direct Project beneficiaries		Agrovet and Key Dealers staff	
	F	%	F	%
Yes	99	87	11	100
No	15	13	-	-
Total	114	100	11	100

4.4: Impact of BLS on Sales Performance of 'Belt' Insecticide in Constituencies

This section presents findings on the impact of Bayer Life Science project on the sales performance of '**Belt**' insecticide in various constituencies. '**Belt**' is an insecticide that was used in this project especially in the fight against fall army worm in maize.

4.4.1: Impact of BLS on sales performance of 'Belt' insecticide in Kapenguria

Table 4.15 shows that the Bayer sales marketing staff and the agrovet and key dealers' staff agreed on statements related to the impact of Bayer Life Science project's impact on the sales performance of '**Belt**' insecticide in Kapenguria constituency to a great extent as shown by an average score of 3.69 and 3.71 respectively.

Table 4.15: Impact of BLS on sales performance of ‘Belt’ insecticide in Kapenguria

Statements	Bayer Sales Marketing Staff Mean	Agrovot and Key Dealers staff Mean
The demand for the ‘ <i>Belt</i> ’ insecticide in Kapenguria is more than it was before Bayer Life Science Project (2017)	3.51	3.62
More farmers in Kapenguria are more aware of the ‘ <i>Belt</i> ’ insecticide than before Bayer Life Science Project (2017)	3.64	3.92
More farmers in Kapenguria now prefer the ‘ <i>Belt</i> ’ insecticide compared to other insecticides available in the market	3.92	3.73
Smallholders farmers in Kapenguria are now using ‘ <i>Belt</i> ’ insecticide than before Bayer Life Science Project (2017)	3.66	3.56
Agrovot Retail shops/key dealers are now stocking more ‘ <i>Belt</i> ’ insecticide than before Bayer Life Science Project (2017)	3.81	3.65
More Agrovot Retail Shops/key dealers are now stocking the ‘ <i>Belt</i> ’ Insecticide	3.59	3.82
The sales of ‘ <i>Belt</i> ’ insecticide in Kapenguria have increased after the implementation of the Bayer Life Science Project	3.48	3.69
The sales of the ‘ <i>Belt</i> ’ insecticide was also increasing before the Bayer Life Science Project (2017)	4.01	3.92
The rate of sales increase of the ‘ <i>Belt</i> ’ insecticide after the Bayer Life Science project is more than before the project was implemented (2017)	3.58	3.61
The increased rate of sales of the ‘ <i>Belt</i> ’ insecticide can be attributed to the Bayer Life Science project	3.77	3.59
Total	36.97	37.11
Average	3.69	3.71

Respondents agreed that the sales of the ‘*Belt*’ insecticide increased before the Bayer Life Science Project (2017) (Mean = 4.01 and 3.92), more farmers in Kapenguria preferred the ‘*Belt*’ insecticide compared to other insecticides available in the market (Mean = 3.92 and 3.73), agrovot retail shops/key dealers were stocking more ‘*Belt*’

insecticides than before Bayer Life Science Project (2017) (Mean = 3.81 and 3.65) and that the increased rate of sales of the '**Belt**' insecticide was attributed to the Bayer Life Science project as shown by a mean score of 3.77 and 3.59. Additionally, the findings also revealed that more farmers were now more aware of the 'Belt' insecticide compared to before the introduction of the Bayer Life Science Project.

4.4.2: BLS Project on Awareness, Purchase and Usage of 'Belt' Insecticide

This was conducted among the project beneficiaries to find out what impact the Bayer Life Science Project had on the awareness, purchase and usage of 'Belt' insecticide. According to the findings in Table 4.16 below, the direct project beneficiaries agreed to a great extent to the statements related to the impact of BLS project on their awareness, purchase and usage of '**Belt**' Insecticide as shown by an average score of 3.51.

Table 4.16: BLS Project Awareness, Purchase and Usage of 'Belt' Insecticide

Statements	Direct Project beneficiaries
	Mean
I did not know of the ' Belt ' Insecticide before the Bayer Life Science Project (2017)	3.42
I knew about ' Belt ' Insecticide before Bayer Life Science Project (2017) but did not use it	3.21
I knew about ' Belt ' Insecticide before Bayer Life Science Project (2017) and was also using it	3.39
I learnt about the 'Belt' insecticide through the Bayer Life Science Project (2017)	3.92
I learnt about the ' Belt ' insecticide through other channels	2.90
Before the Bayer Life Science Project (2017) I was using another insecticide	3.02
After the Bayer Life Science Project (2017), I now use ' Belt ' as the insecticide in my farming practise	3.79
I see other fellow farmers also use ' Belt ' as the insecticide in their farming practise after Bayer Life Science Project (2017)	3.83
I now prefer ' Belt ' Insecticide to other insecticides available in the market	4.02
Agrovet Retail shops/key dealers are now stocking more ' Belt ' insecticide than before Bayer Life Science Project (2017)	3.97

More Agrovet Retailers Shops/key dealers are now stocking the ' Belt ' Insecticide	3.74
I am now buying and using more ' Belt ' Insecticide after the implementation of the Bayer Life Science Project	3.66
Bayer Life Science project has contributed to my increased buying and using of the ' Belt ' Insecticide	3.89
' Belt ' Insecticide is very effective	4.03
I am not aware and have never used the ' Belt ' Insecticide	2.00
Total	52.79
Average	3.51

From the findings, most respondents agreed that **Belt** Insecticide was very effective (Mean = 4.03), they now preferred '**Belt**' Insecticide to other insecticides available in the market (Mean = 4.02), agrovet retail shops/key dealers were now stocking more '**Belt**' insecticide than before Bayer Life Science Project (2017) (Mean = 3.97), they learnt about the 'Belt' insecticide through the Bayer Life Science Project (2017) (Mean = 3.92), Bayer Life Science project had contributed to respondents increased buying and using of the '**Belt**' Insecticide (Mean = 3.89), they saw other fellow farmers also using '**Belt**' as the insecticide in their farming practise after Bayer Life Science Project (2017) (Mean = 3.83), after the Bayer Life Science Project (2017), they now used '**Belt**' as the insecticide in their farming practises (Mean = 3.79) and that more agrovet retail shops/key dealers were now stocking the '**Belt**' Insecticide (Mean = 3.74).

These findings were also corroborated by the key informant interviews that were carried out among the project team who all (100%) agreed that 'Belt' was a very effective insecticide, its uptake and usage had increased by 74% after the BLS project and that more agrovet (62%) shops were now stocking more of the 'Belt' insecticide.

4.5: Impact of BLS on the Purchase of 'Matahari F1' Among Youth Groups

This section evaluates the impact of BLS on the purchase of '**Matahari F1**' among youth groups in West Pokot County. The '**Matahari F1**' is a hybrid onion seed variety by Bayer that was not popular in the West Pokot Region before the BLS project and was majorly introduced to the youth groups for trials and use in their group farming projects.

4.5.1: BLS Project on Purchase of ‘*Matahari F1*’ Onion Seed Variety

Table 4.17 shows that the Bayer sales marketing staff and agrovet and key dealers staff agreed to the statements related to the impact of Bayer Life Science project on the purchase of ‘*Matahari F1*’ onion seed variety among youth groups in West Pokot County to a great extent as shown by an average score of 3.68 and 3.54 respectively.

Table 4.17: Bayer Life Science Project on Purchase of ‘*Matahari F1*’ Onion Seed

Statements	Bayer Sales	Agrovet and Key
	Marketing Staff	Dealers staff
	Mean	Mean
The demand for the ‘ <i>Matahari F1</i> ’ onion seed variety among youth groups is more than it was before Bayer Life Science Project (2017)	3.93	3.79
More youth groups are more aware of the ‘ <i>Matahari F1</i> ’ onion seed variety than before Bayer Life Science Project	3.62	3.52
More youth groups now prefer the ‘ <i>Matahari F1</i> ’ onion seed variety compared to other varieties available in the market	3.81	3.73
Youthful farmers in West Pokot are now using ‘ <i>Matahari F1</i> ’ onion seed variety than before Bayer Life Science Project	3.55	3.42
Agrovet Retail shops/key dealers are now stocking more ‘ <i>Matahari F1</i> ’ onion seed variety than before Bayer Life Science Project (2017)	3.68	3.59
More Agrovet Retailers Shops/key dealers are now stocking the ‘ <i>Matahari F1</i> ’ onion seed variety	3.90	3.73
The purchase of ‘ <i>Matahari F1</i> ’ onion seed variety among youth groups have increased after the implementation of the Bayer Life Science Project	3.84	3.61
The purchase of the ‘ <i>Matahari F1</i> ’ onion seed variety was also increasing among youth groups before the Bayer Life Science Project (2017)	2.99	3.03
The rate of purchase of the ‘ <i>Matahari F1</i> ’ onion seed variety among youth groups after the Bayer Life Science project is more than before the project was implemented (2017)	3.56	3.35
The increased rate of purchase of the ‘ <i>Matahari F1</i> ’ onion seed variety among youthful farmers can be attributed to the Bayer Life Science project	3.94	3.72
Total	36.82	35.49
Average	3.68	3.54

Respondents agreed that the increased rate of purchase of the '*Matahari F1*' onion seed variety among youthful farmers had been attributed to the Bayer Life Science project (Mean = 3.94 and 3.72), the demand for the '*Matahari F1*' onion seed variety among youth groups was more than it was before Bayer Life Science Project (2017) (Mean = 3.93 and 3.79), more agrovet retails shops/key dealers were now stocking the '*Matahari F1*' onion seed variety (Mean = 3.90 and 3.73), the purchase of '*Matahari F1*' onion seed variety among youth groups had increased after the implementation of the Bayer Life Science Project (Mean = 3.84 and 3.61), more youth groups now preferred the '*Matahari F1*' onion seed variety compared to other varieties available in the market (Mean = 3.81 and 3.73) and agrovet retail shops/key dealers were now stocking more '*Matahari F1*' onion seed variety than before Bayer Life Science Project (2017) (Mean = 3.68 and 3.59).

4.5.2: BLS Project on Awareness & Purchase of '*Matahari F1*' Onion SV

This was conducted among the project beneficiaries to find out their own practical experiences before and after the BLS Project in relation to awareness, purchase and usage of the '*Matahari FI*' onion seed variety. Table 4.18 shows that the direct project beneficiaries agreed to a great extent on this statement as shown by an average score of 3.60.

Table 4.18: Awareness, Purchase and Usage of ‘Matahari F1’ Onion Seed Variety	
Statements	Direct Project beneficiaries
	Mean
I did not know of the ‘ <i>Matahari F1</i> ’ onion seed variety before the Bayer Life Science Project (2017)	3.41
I knew about ‘ <i>Matahari F1</i> ’ onion seed variety before Bayer Life Science Project (2017) but did not use it	3.72
I knew about ‘ <i>Matahari F1</i> ’ onion seed variety before Bayer Life Science Project (2017) and was also using it	2.99
I learnt about the ‘ <i>Matahari F1</i> ’ onion seed variety through the Bayer Life Science Project (2017)	3.83
I learnt about the ‘ <i>Matahari F1</i> ’ onion seed variety through other channels	3.01
Before the Bayer Life Science Project (2017) I was using another onion seed variety	3.48
After the Bayer Life Science Project (2017), I now use ‘ <i>Matahari F1</i> ’ as the onion seed variety in my farming practise	3.88
I see other fellow farmers also use ‘ <i>Matahari F1</i> ’ as the onion seed variety in their farming practise after Bayer Life Science Project (2017)	3.90
I now prefer ‘ <i>Matahari F1</i> ’ onion seed variety to other onion seed varieties available in the market	4.02
Agrovet Retail shops/key dealers are now stocking more ‘ <i>Matahari F1</i> ’ onion seed variety than before Bayer Life Science Project (2017)	3.94
More Agrovet Retail Shops/key dealers are now stocking the ‘ <i>Matahari F1</i> ’ onion seed variety	3.64
I am now buying and using more ‘ <i>Matahari F1</i> ’ onion seed variety after the implementation of the BLS Project	3.72
BLS project has contributed to my increased buying and using of the ‘ <i>Matahari F1</i> ’ onion seed variety	3.79
‘ <i>Matahari F1</i> ’ onion seed variety is very effective	4.03
I am not aware and have never used the ‘ <i>Matahari F1</i> ’ onion seed variety	2.73
Total	54.09
Average	3.60

The respondents in this category, who were the farmers, agreed that '*Matahari F1*' onion seed variety was very effective (Mean = 4.03), they now preferred '*Matahari F1*' onion seed variety to other onion seed varieties available in the market (Mean = 4.02), agrovet Retail shops/key dealers were now stocking more '*Matahari F1*' onion seed varieties than before Bayer Life Science Project (2017) (Mean = 3.94), they saw other fellow farmers also using '*Matahari F1*' as the onion seed variety in their farming practise after Bayer Life Science Project (2017) (Mean = 3.90), after the Bayer Life Science Project (2017), they now used '*Matahari F1*' as the onion seed variety in their farming practises (Mean = 3.88), they learnt about the '*Matahari F1*' onion seed variety through the Bayer Life Science Project (2017) (Mean = 3.83), BLS project had contributed to their increased buying and using of the '*Matahari F1*' onion seed variety (Mean = 3.79), they knew about '*Matahari F1*' onion seed variety before Bayer Life Science Project (2017) but did not use it (Mean = 3.72) and respondents were now buying and using more '*Matahari F1*' onion seed variety after the implementation of the BLS Project (Mean = 3.72).

These findings were also supported by the findings from the Bayer sales and marketing staff, agrovet and key dealers' staff as well as the key informant interviews carried out among the project team who were on the ground with the farmers both before and after the project. The preference for '*Matahari F1*' onion seed variety to other onion seed varieties available in the market and the agreement that '*Matahari F1*' is an effective onion seed variety recorded the highest means across all the categories of respondents.

4.6: Impact of BLS on Uptake of '*Bayticol Pour-On*' Parasiticide among SHFs

This section presents findings on the impact of Bayer Life Science project uptake of '*Bayticol Pour-On*' animal health product (parasiticide) among smallholder farmers in West Pokot County. '*Bayticol Pour-on*' is an animal health product and was the main parasiticide for goats used in the Bayer Life Science Project.

4.6.1: BLS Project on '*Bayticol Pour-On*' AH Product among SHFs in WPC

Table 4.19 illustrates that the Bayer sales marketing staff and the agrovet and key dealers staff agreed with statements related to the impact of Bayer Life Science project uptake of '*Bayticol Pour-On*' animal health product (parasiticide) among smallholder farmers in West Pokot County to a great extent as shown by an average score of 3.76 and 3.69 respectively.

Table 4.19: Bayer Life Science Project on ‘Bayticol Pour-On’ AH product

Statements	Bayer Sales	Agrovet and Key
	Marketing Staff	Dealers staff
	Mean	Mean
The demand for the ‘ <i>Bayticol Pour-On</i> ’ parasiticide in West Pokot is more than it was before Bayer Life Science Project	3.82	3.64
More smallholder farmers in West Pokot are more aware of the ‘ <i>Bayticol Pour-On</i> ’ parasiticide than before Bayer Life Science Project (2017)	3.93	3.91
More smallholder farmers in West Pokot now prefer the ‘ <i>Bayticol Pour-On</i> ’ parasiticide compared to other parasiticides available in the market	3.79	3.69
Smallholders farmers in West Pokot are now using ‘ <i>Bayticol Pour-On</i> ’ parasiticide than before Bayer Life Science Project	4.02	3.92
Agrovet Retail shops/key dealers are now stocking more ‘ <i>Bayticol Pour-On</i> ’ parasiticide than before BLS Project	3.71	3.82
More Agrovet Retail Shops/key dealers are now stocking the ‘ <i>Bayticol Pour-On</i> ’ parasiticide	3.69	3.70
The sales of ‘ <i>Bayticol Pour-On</i> ’ parasiticide in West Pokot have increased after the implementation of the Bayer Life Science Project	3.94	3.83
The sales of the ‘ <i>Bayticol Pour-On</i> ’ parasiticide was also increasing before the Bayer Life Science Project (2017)	2.95	2.99
The rate of sales increase of the ‘ <i>Bayticol Pour-On</i> ’ parasiticide after the Bayer Life Science project is more than before the project was implemented (2017)	3.76	3.62
The increased rate of sales of the ‘ <i>Bayticol Pour-On</i> ’ parasiticide can be attributed to the Bayer Life Science project	4.01	3.81
Total	37.62	36.93
Average	3.76	3.69

Bayer sales and marketing staff and the agrovet and key dealers staff who were the respondents agreed that smallholders’ farmers in West Pokot were now using ‘*Bayticol*

Pour-On’ parasiticide than before Bayer Life Science Project (Mean = 4.02 and 3.92), the increased rate of sales of the ***‘Bayticol Pour-On’*** parasiticide was attributed to the Bayer Life Science project (Mean = 4.01 and 3.81), the sales of ***‘Bayticol Pour-On’*** parasiticide in West Pokot had increased after the implementation of the Bayer Life Science Project (Mean = 3.94 and 3.83), more smallholder farmers in West Pokot were more aware of the ***‘Bayticol Pour-On’*** parasiticide than before Bayer Life Science Project (2017) (Mean = 3.93 and 3.91), the demand for the ***‘Bayticol Pour-On’*** parasiticide in West Pokot was more than it was before Bayer Life Science Project (Mean = 3.82 and 3.64), and more smallholder farmers in West Pokot now preferred the ***‘Bayticol Pour-On’*** parasiticide compared to other parasiticides available in the market (Mean = 3.79 and 3.69).

4.6.2: Awareness, Purchase and Usage of ***‘Bayticol Pour-On’*** AH Product

Table 4.20 shows that the direct project beneficiaries agreed with statements related to the impact of BLS project on their awareness, purchase and usage of ***‘Bayticol Pour-On’*** parasiticide to a great extent as shown by an average score of 3.50.

Table 4.20: Awareness, Purchase and Usage of *‘Bayticol Pour-On’*** AH Product**

Statements	Direct Project beneficiaries
	Mean
I did not know of the <i>‘Bayticol Pour-On’</i> parasiticide before the Bayer Life Science Project (2017)	3.89
I knew about <i>‘Bayticol Pour-On’</i> parasiticide before Bayer Life Science Project (2017) but did not use it	2.92
I knew about <i>‘Bayticol Pour-On’</i> parasiticide before Bayer Life Science Project (2017) and was also using it	3.01
I learnt about the <i>‘Bayticol Pour-On’</i> parasiticide through the Bayer Life Science Project (2017)	3.75
I learnt about the <i>‘Bayticol Pour-On’</i> parasiticide through other channels	2.89
Before the Bayer Life Science Project (2017) I was using another parasiticide	3.06
After the Bayer Life Science Project (2017), I now use <i>‘Bayticol Pour-On’</i> as the parasiticide in my farming practise	3.94
I see other fellow farmers also use <i>‘Bayticol Pour-On’</i> as the parasiticide in their farming practise after Bayer Life Science Project (2017)	3.63

I now prefer ' <i>Baytical Pour-On</i> ' parasiticide to other parasiticides available in the market	4.04
Agrovet Retail shops/key dealers are now stocking more ' <i>Baytical Pour-On</i> ' parasiticide than before Bayer Life Science Project (2017)	3.72
More Agrovet Retail Shops/key dealers are now stocking the ' <i>Baytical Pour-On</i> ' parasiticide	3.85
I am now buying and using more ' <i>Baytical Pour-On</i> ' parasiticide after the implementation of the BLS Project	3.71
Bayer Life Science project has contributed to my increased buying and using of the ' <i>Baytical Pour-On</i> ' parasiticide	3.66
' <i>Baytical Pour-On</i> ' parasiticide is very effective	3.93
I am not aware and have never used ' <i>Baytical Pour-On</i> ' parasiticide	2.44
Total	52.44
Average	3.50

Respondents agreed that they now preferred '*Baytical Pour-On*' parasiticide to other parasiticides available in the market, after the Bayer Life Science Project (2017) (Mean = 4.04), they now used '*Baytical Pour-On*' as the parasiticide in their farming practises (Mean = 3.94), '*Baytical Pour-On*' parasiticide was very effective (Mean = 3.93), they did not know of the '*Baytical Pour-On*' parasiticide before the Bayer Life Science Project (2017) (Mean = 3.89), more Agrovet Retail Shops/key dealers were now stocking the '*Baytical Pour-On*' parasiticide (Mean = 3.85), they learnt about the '*Baytical Pour-On*' parasiticide through the Bayer Life Science Project (2017) (Mean = 3.75), Agrovet Retail shops/key dealers were now stocking more '*Baytical Pour-On*' parasiticide than before Bayer Life Science Project (2017) (Mean = 3.72), and they were now buying and using more '*Baytical Pour-On*' parasiticide after the implementation of the BLS Project (Mean = 3.71).

4.7: Impact of Corporate Social Responsibility on sales of agro-products

Table 4.21 shows that the Bayer sales marketing staff, agrovet and key dealers' staff and the direct project beneficiaries agreed on statements related to corporate social responsibility to a great extent as shown by an average score of 3.75, 3.74 and 3.69 respectively.

This was important for the researcher to gauge the level of understanding among these respondents on corporate social responsibility and how this impacts on different aspects of an Organization such as sales, competitiveness, marketing and reputation. This was carried out through questionnaires among the Bayer sales and marketing staff, agrovets and key dealers' staff as well as the farmers who were the direct project beneficiaries, this is as recorded in the table below.

Table 4.21: Impacts of Corporate Social Responsibility on sales

Statements	Bayer Sales Marketing Staff	Agrovets and Key Dealers staff	Direct Project beneficiaries
	Mean	Mean	Mean
CSR can improve the competitiveness of the Company in the long run	3.82	3.73	3.88
Good corporate reputations have strategic value for the company	3.91	3.84	3.79
CSR helps maintain a better brand image in the eyes of the customers	3.79	3.82	3.95
CSR will help the company gain entry into new but volatile markets and remain competitive	4.01	3.91	3.83
The company's reputation is improved by actions to support the community which positively influences sales	3.69	3.92	3.74
A positive relationship exist between CSR involvement by a company and sales of its products	3.82	3.89	3.81
CSR is a good platform to promote company products	3.99	3.92	3.63
CSR is not a sales and marketing venture and should not be used as an avenue for promoting company products	3.00	2.93	2.89
Total	30.03	29.96	29.52
Average	3.75	3.74	3.69

Respondents agreed that CSR helped the companies to gain entry into new but volatile markets and remain competitive (Mean = 4.01, 3.91 and 3.83), CSR was a good platform to promote company products (Mean = 3.99, 3.92 and 3.63), good corporate reputations had strategic value for the company (Mean = 3.91, 3.84 and 3.79), CSR improved the competitiveness of the company in the long run (Mean = 3.82, 3.73 and 3.88), a positive relationship existed between CSR involvement by companies and sales of its products (Mean = 3.82, 3.89 and 3.81), CSR helped maintain a better brand image in the eyes of the customers (Mean = 3.79, 3.82 and 3.95), and the company's reputation is improved by actions to support the community which positively influences sales (Mean = 3.69, 3.92 and 3.74).

From the findings, respondents; Bayer sales and marketing staff, agrovet and key dealers staff as well as project beneficiaries agreed that CSR is not a sales and marketing venture and should not be used as an avenue for promoting company products with a mean of 3.00, 2.93 and 2.89 respectively..

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0: Overview

This chapter concludes with the summary, conclusions and recommendations of the study based on the findings. Suggestions are also made on areas of further study.

The overall objective of this study was to investigate the impact of the Bayer Life Science project on sales performance of Bayer East Africa Limited's assorted agro products in West Pokot County. In particular, it sought to; examine the impact of Bayer Life Science Project on sales performance of the 'Belt' insecticide in Kapenguria constituency, to establish the impact of Bayer Life Science Project on the purchase of Bayer's new hybrid onion seed variety 'Matahari F1' among youth groups in West Pokot County and to investigate the impact of Bayer Life Science Project on the uptake of Bayer's 'Bayticol Pour-On' parasiticide among smallholder farmers in West Pokot County. This was carried out and the findings recorded, analysed and interpreted.

5.1: Summary of the Findings

5.1.1: Impact of BLS Project on Sale of the 'Belt' Insecticide in Kapenguria

The first objective was to investigate the impact of BLS project on sale of Belt insecticide. The study found that all the stakeholders engaged in corporate social responsibility (CSR) activities were aware of the Bayer Life Science CSR Project and that its main focus was on agriculture category. The Bayer sales marketing staff and agrovet and key dealers staff also indicated that CSR had an impact on sales of company products and that they were aware of Bayer East Africa Limited and their products such as belt, milraz, roundups, thunder, wuxal, lambada, matahari, tihan, obero and thunder. It is clear that, though '*Belt*' insecticide was already available in West Pokot before the BLS Project was introduced and that some of the smallholder farmers were using it. However, the BLS project greatly promoted '*Belt*' visibility and usage thereby increasing its sales. These findings are in line with (Martin, 2012) and (McGuire, 2014) who argued that CSR is in spotlight more than ever before and this is because multinational corporations across the world are engaging more into CSR

activities due to an increase in the society's demand on environmental and social responsibility.

Companies have a duty to satisfy not only the shareholders but include also those with less implicit and explicit claims. The business should continue to conduct itself ethically and seek to contribute to economic development whilst improving its workforce's quality of life and the society at large. There was an expectation on the business to serve as a good corporate citizen whilst contributing to the financial and human resources of the society and to ultimately improve the society's quality of life. Sims argued that generally, CSR is an organization's duty to carry out programs that contribute to the overall welfare of society (Sims, 2013).

5.1.2: Impact of BLS on Purchase of 'Matahari F1' among Youths in WPC

The second objective of the study was to determine the impact of BLS project on the sales of new hybrid onion seed variety called "Matahari F1". According to the findings, the Bayer sales marketing staff and the agrovet and key dealers staff agreed on statements related to the impact of Bayer Life Science project on the purchase of '*Matahari F1*' onion seed variety in West Pokot to a great extent. The direct project beneficiaries also agreed to a great extent to the statements related to the impact of BLS project on their awareness, purchase and usage of '*Matahari F1*' onion seed variety. Clearly, from the findings, the Bayer Life Science project played out as a channel to introduce a new seed variety, '*Matahari F1*' onion seed variety, to most of the smallholder farmers of West Pokot, who until the BLS project did not know and had not tried the new onion seed variety. This ultimately promoted the sales of this agro product and is supported by Snieska (2015) who notes that corporate social responsibility (CSR) could increase company profits and thus most large companies are actively engaged in it. Most executives believe that CSR can improve profits. They understand that CSR can promote respect for their company in the marketplace which can result in higher sales, enhance employee loyalty and attract better personnel to the firm. Also, CSR activities focusing on sustainability issues may lower costs and improve efficiencies as well. Corporate Social responsibility behaviour can benefit the firm in several ways, It aids the attraction and retention of staff, attracts green and ethical investment, attracts ethically conscious customers, lead to a reduction in costs through re-cycling, It

differentiates the firm from its competitor and can be a source of competitive advantage and it also lead to increased profitability in the long run.

5.1.3: Impact of BLS on Uptake of ‘Bayticol Pour-On’ AH product in WPC

The third objective of the study was to explore the impact of BLS project on the uptake of Bayticol parasiticides among smallholder farmers in West Pokot. The study found out that the Bayer sales marketing staff and the agrovet and key dealers staff agreed with statements related to the impact of Bayer Life Science project uptake of *‘Bayticol Pour-On’* animal health product (parasiticide) among smallholder farmers in West Pokot County to a great extent and that the Direct Project beneficiaries also agreed with statements related to the impact of BLS project on their awareness, purchase and usage of *‘Bayticol Pour-On’* animal health products (parasiticide) to a great extent. Generally, the respondents agreed that the Bayer Life Science project had a direct impact on the uptake of ‘Bayticol pour-on’ as its usage particularly increased after the BLS Project.

This is similar to Whysall (2014) findings who argued that manufacturing, purchase and usage a product that is safe and desired by the community as well as educating them on usage of those product or services. The societal obligation involves short-term investments into the local community for the current generation as well as long-term investments into the local community for future generations.

5.1.4: Impact of Corporate Social Responsibility on product sales

As per the findings, the Bayer Sales Marketing Staff, Agrovet and Key Dealers staff and the Direct Project beneficiaries agreed on statements related to corporate social responsibility to a great extent. These findings correspond with Ullmann (2015) who stresses that corporate Social Responsibility is not a new issue. Corporate Social Responsibility is in spotlight more than ever before and this is because multinational corporations across the world are engaging more into CSR activities due to an increase in the society’s demand on environmental and social responsibility. Globalization has led to an increase in the society’s anxiety on how a corporate conducts itself. Corporate Social Responsibility is the best way for a corporation to care for all needs of its stakeholders (Martin, 2012).

5.2: Conclusions

The study concludes that respondents' organizations' engaged in corporate social responsibility (CSR) activities, and that they were aware of the Bayer Life Science CSR Projects. They also engaged in farming activities such as maize farming and livestock keeping.

The study also concludes that Bayer Life Science projects influenced sales performance of '**Belt**' insecticide in Kapenguria constituency in that the sales of the '**Belt**' insecticide increased after the Bayer Life Science Project (2017), more farmers in Kapenguria preferred the '**Belt**' insecticide compared to other insecticides available in the market, agrovet Retail shops/key dealers were stocking more '**Belt**' insecticides than before Bayer Life Science Project (2017) and that the increased rate of sales of the '**Belt**' insecticide was attributed to the Bayer Life Science project. As much as '**Belt**' insecticide was already available in West Pokot and some farmers were using it, the BLS Project promoted it leading to increased visibility and uptake.

The study further concludes that Bayer Life Science project greatly influenced introduction, purchase and usage of '**Matahari F1**' onion seed variety among youth groups in West Pokot County in that the increased rate of purchase of the '**Matahari F1**' onion seed variety among youthful farmers had been attributed to the Bayer Life Science project, the demand for the '**Matahari F1**' onion seed variety among youth groups was more than it was before Bayer Life Science Project (2017), more agrovet retail shops/key dealers were now stocking the '**Matahari F1**' onion seed variety, more youth groups now preferred the '**Matahari F1**' onion seed variety compared to other varieties available in the market and that agrovet retail shops/key dealers were now stocking more '**Matahari F1**' onion seed variety than before Bayer Life Science Project. The BLS project played out as platform to introduce and promote the new '**Matahari F1**' onion seed variety in West Pokot County.

Additionally, the study concludes that the BLS project greatly impacted the awareness and uptake of the '**Bayticol Pour-On**' animal health product (parasiticide) among the goat keeping farmers in West Pokot. The parasiticide was not well known before the project but became popular and the preferred choice among the farmers after the implementation of the Bayer Life Science Project.

5.3: Recommendations

- i. Policy: The County Government of West Pokot should collaborate with more partners to offer more trainings and empowerment to youth groups and women groups on modern agricultural practices, such as pest identification and control, to increase their yields for agri-business.
- ii. Strategy: Bayer East Africa Limited through its CSR strategies should extend the new agricultural practises such as horticulture (vegetable and fruit farming) and fish farming to more smallholder farmers in West Pokot County and other parts in the country. Best practises in goat keeping and identifying markets for sheep and goat products including meat, milk and skin should also be introduced.
- iii. Practice: The concept of Bayer Life Science Project should be adopted for another phase for sustainability and continuous capacity building among key agricultural professionals including refresher trainings to veterinary doctors on general animal health and hygiene practices in the County.

5.4: Areas of Further Study

A replica of this study should be carried out but this time using a larger sample, more time should be allocated to the same and a combination of focus group discussions, these will help to counter check the information provided and provide in-depth contextual data that could further deepen understanding of the impact of Bayer Life Science Project on *sales* of agro-products.

There is need to study other project in various counties in order to draw conclusions on their experiences on CSR Projects on sales of agro-products.

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APPENDIX I

QUESTIONNAIRE FOR BAYER EAST AFRICA SALES/ MARKETING STAFF

Kindly answer all the questions to the best of your ability. The information provided will be treated with utmost confidence and strictly used for academic purposes only.

Section A: Background Information

1. Gender

Male

Female

2. Age:

Less than 30 Years

31-40 Years

41-50 years

More than 50 Years

3. Highest level of education

College level

University level

Post graduate level

4. How long have you worked in this organization?

1- 5 years 6 - 10years

11 - 15 Above 16 years

Section B: CSR and Bayer Life Science (BLS) Project Awareness

5. Does your organization engage in corporate social responsibility (CSR) activities?

Yes No

6. Are you aware of the Bayer Life Science CSR Project?

Yes No

7. If yes to number 6, which category was the major focus for the Bayer Life Science project?

Environment Agriculture

Corporate philanthropy Health

8. If yes to number 6, what CSR activities were undertaken by the Bayer Life Science Project?

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9. In your own view, does CSR have an impact on sales of company products?

Yes [] No []

Section C: Impact of BLS on sales performance of ‘Belt’ insecticide in Kapenguria

10. Kindly indicate your level of agreement to the statements below relating to the impact of Bayer Life Science project on the sales performance of ‘Belt’ insecticide in Kapenguria constituency. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
The demand for the ‘ <i>Belt</i> ’ insecticide in Kapenguria is more than it was before Bayer Life Science Project (2017)					
More farmers in Kapenguria are more aware of the ‘ <i>Belt</i> ’ insecticide than before Bayer Life Science Project (2017)					
More farmers in Kapenguria now prefer the ‘ <i>Belt</i> ’ insecticide compared to other insecticides available in the market					
Smallholders farmers in Kapenguria are now using ‘ <i>Belt</i> ’ insecticide than before Bayer Life Science Project (2017)					
Agroveter Retail shops/key dealers are now stocking more ‘ <i>Belt</i> ’ insecticide than before Bayer Life Science Project (2017)					

More Agrovet Retails Shops/key dealers are now stocking the ' Belt ' Insecticide					
The sales of ' Belt ' insecticide in Kapenguria have increased after the implementation of the Bayer Life Science Project					
The sales of the ' Belt ' insecticide was also increasing before the Bayer Life Science Project (2017)					
The rate of sales increase of the ' Belt ' insecticide after the Bayer Life Science project is more than before the project was implemented (2017)					
The increased rate of sales of the ' Belt ' insecticide can be attributed to the Bayer Life Science project					

11. In your own view, how else did Bayer Life Science project impact on the sales performance of '**Belt**' insecticide in Kapenguria?

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Section D: Impact of BLS on the purchase of 'Matahari F1' among youth groups

12. Kindly indicate your level of agreement to the statements below relating to the impact of Bayer Life Science project on the purchase of '**Matahari F1**' onion seed variety among youth groups in West Pokot County. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
The demand for the ' Matahari F1 ' onion seed variety among youth groups is more than it was before Bayer Life Science Project (2017)					

More youth groups are more aware of the ' <i>Matahari FI</i> ' onion seed variety than before Bayer Life Science Project					
More youth groups now prefer the ' <i>Matahari FI</i> ' onion seed variety compared to other varieties available in the market					
Youthful farmers in West Pokot are now using ' <i>Matahari FI</i> ' onion seed variety than before Bayer Life Science Project					
Agrovet Retail shops/key dealers are now stocking more ' <i>Matahari FI</i> ' onion seed variety than before Bayer Life Science Project (2017)					
More Agrovet Retail Shops/key dealers are now stocking the ' <i>Matahari FI</i> ' onion seed variety					
The purchase of ' <i>Matahari FI</i> ' onion seed variety among youth groups have increased after the implementation of the Bayer Life Science Project					
The purchase of the ' <i>Matahari FI</i> ' onion seed variety was also increasing among youth groups before the Bayer Life Science Project (2017)					
The rate of purchase of the ' <i>Matahari FI</i> ' onion seed variety among youth groups after the Bayer Life Science project is more than before the project was implemented (2017)					
The increased rate of purchase of the ' <i>Matahari FI</i> ' onion seed variety among youthful farmers can be attributed to the Bayer Life Science project					

13. In your own view, how else did Bayer Life Science project impact on the purchasing of '*Matahari FI*' onion seed variety among youthful farmers in West Pokot County?

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Section E: Impact of BLS on uptake of ‘Bayticol Pour-On’ parasiticide among farmers

14. Kindly indicate your level of agreement to the statements below relating to the impact of Bayer Life Science project uptake of **‘Bayticol Pour-On’** animal health product (parasiticide) among smallholder farmers in West Pokot County. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
The demand for the ‘Bayticol Pour-On’ parasiticide in West Pokot is more than it was before Bayer Life Science Project					
More smallholder farmers in West Pokot are more aware of the ‘Bayticol Pour-On’ parasiticide than before Bayer Life Science Project (2017)					
More smallholder farmers in West Pokot now prefer the ‘Bayticol Pour-On’ parasiticide compared to other parasiticides available in the market					
Smallholders farmers in West Pokot are now using ‘Bayticol Pour-On’ parasiticide than before Bayer Life Science Project					
Agrovet Retail shops/key dealers are now stocking more ‘Bayticol Pour-On’ parasiticide than before BLS Project					
More Agrovet Retail Shops/key dealers are now stocking the ‘Bayticol Pour-On’ parasiticide					
The sales of ‘Bayticol Pour-On’ parasiticide in West Pokot have increased after the implementation of the Bayer Life Science Project					

The sales of the <i>'Baytical Pour-On'</i> parasiticide was also increasing before the Bayer Life Science Project (2017)					
The rate of sales increase of the <i>'Baytical Pour-On'</i> parasiticide after the Bayer Life Science project is more than before the project was implemented (2017)					
The increased rate of sales of the <i>'Baytical Pour-On'</i> parasiticide can be attributed to the Bayer Life Science project					

15. In your own view, how else did Bayer Life Science project impact on the uptake of the *'Baytical Pour-On'* parasiticide in West Pokot County?

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Section F: Other Information

16. Kindly indicate your level of agreement to the statements below relating to corporate social responsibility. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
CSR can improve the competitiveness of the Company in the long run					
Good corporate reputations have strategic value for the company					
CSR helps maintain a better brand image in the eyes of the customers					
CSR will help the company gain entry into new but volatile markets and remain competitive					

The company's reputation is improved by actions to support the community which positively influences sales					
A positive relationship exist between CSR involvement by a company and sales of its products					
CSR is a good platform to promote company products					
CSR is not a sales and marketing venture and should not be used as an avenue for promoting company products					

APPENDIX II

QUESTIONNAIRE FOR AGROVET RETAIL SHOPS/KEY DEALERS STAFF

Kindly answer all the questions to the best of your ability. The information provided will be treated with utmost confidence and strictly used for academic purposes only.

Section A: Background Information

1. Type of your enterprise

Agrovet Retail Shop []

Key Dealer Shop []

2. Gender

Male []

Female []

3. Age:

Less than 30 Years []

31-40 Years []

41-50 years []

More than 50 Years []

4. Highest level of education

Secondary level []

College level []

University level []

Post graduate level []

5. How long have you worked in this enterprise?

1- 5 years [] 6 - 10years []

11- 15 [] Above 16 years []

6. Where (Constituency) in West Pokot County is this enterprise located?

Kapenguria [] Sigor []

Kacheliba [] Pokot South []

Section B: Bayer, CSR and Bayer Life Science (BLS) Project Awareness

7. Are you aware of the company Bayer East Africa Limited?

Yes [] No []

8. If yes to number 7, are you aware of any of its (Bayer) products?

Yes [] No []

9. If yes to number 8, list some of the products you are aware of

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10. If yes to number 7, does it (Bayer) engage in CSR activities?

Yes [] No []

11. Are you aware of the Bayer Life Science CSR Project?

Yes [] No []

12. If yes to number 6, which category was the major focus for the Bayer Life Science project?

Environment	[]	Agriculture	[]
Corporate philanthropy	[]	Health	[]

13. If yes to number 6, what CSR activities were undertaken by the Bayer Life Science Project?

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14. In your own view, does CSR have an impact on sales of company products?

Yes [] No []

Section C: Impact of BLS on sales performance of ‘Belt’ insecticide in constituencies

15. Kindly indicate your level of agreement to the statements below relating to the impact of Bayer Life Science project on the sales performance of ‘Belt’ insecticide in various constituencies. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
The demand for the ‘ <i>Belt</i> ’ insecticide is more than it was in 2017					
More farmers are more aware of the ‘ <i>Belt</i> ’ insecticide than before 2017					
More farmers now prefer the ‘ <i>Belt</i> ’ insecticide compared to other insecticides available in the market					
Smallholders farmers are now using ‘ <i>Belt</i> ’ insecticide than before 2017					
We are now stocking more ‘ <i>Belt</i> ’ insecticide than before 2017					
More Agrovet Retailers Shops/key dealers are now stocking the ‘ <i>Belt</i> ’ Insecticide					
The sales of ‘ <i>Belt</i> ’ insecticide have increased after 2017					
The sales of the ‘ <i>Belt</i> ’ insecticide was also increasing before 2017					
The rate of sales increase of the ‘ <i>Belt</i> ’ insecticide after 2017 is more than before 2017					
The increased rate of sales of the ‘ <i>Belt</i> ’ insecticide can be attributed to the Bayer Life Science project which was implemented in 2017					

Section D: Impact of BLS on the purchase of ‘Matahari F1’ among youth groups

16. Kindly indicate your level of agreement to the statements below relating to the impact of Bayer Life Science project on the purchase of ‘*Matahari F1*’ onion seed variety among youth groups in West Pokot County. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
The demand for the ‘ <i>Matahari F1</i> ’ onion seed variety among youth groups is more than it was in 2017					
More youth groups are more aware of the ‘ <i>Matahari F1</i> ’ onion seed variety than before 2017					
More youth groups now prefer the ‘ <i>Matahari F1</i> ’ onion seed variety compared to other varieties available in the market					
Youthful farmers in West Pokot are now using ‘ <i>Matahari F1</i> ’ onion seed variety than before 2017					
We are now stocking more ‘ <i>Matahari F1</i> ’ onion seed variety than before 2017					
More Agrovet Retailers Shops/key dealers are now stocking the ‘ <i>Matahari F1</i> ’ onion seed variety					
The purchase of ‘ <i>Matahari F1</i> ’ onion seed variety among youth groups have increased after 2017					
The purchase of the ‘ <i>Matahari F1</i> ’ onion seed variety was also increasing among youth groups before 2017					
The rate of purchase of the ‘ <i>Matahari F1</i> ’ onion seed variety among youth groups after 2017 is more than before 2017					
The increased rate of purchase of the ‘ <i>Matahari F1</i> ’ onion seed variety among youthful farmers can be attributed to the Bayer Life Science project					

Section E: Impact of BLS on uptake of ‘Baytical Pour-On’ parasiticide among farmers

17. Kindly indicate your level of agreement to the statements below relating to the impact of Bayer Life Science project uptake of *‘Baytical Pour-On’* animal health product (parasiticide) among smallholder farmers in West Pokot County. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
The demand for the <i>‘Baytical Pour-On’</i> parasiticide in West Pokot is more than it was in 2017					
More smallholder farmers in West Pokot are more aware of the <i>‘Baytical Pour-On’</i> parasiticide than before 2017					
More smallholder farmers in West Pokot now prefer the <i>‘Baytical Pour-On’</i> parasiticide compared to other parasiticides available in the market					
Smallholders farmers in West Pokot are now using <i>‘Baytical Pour-On’</i> parasiticide than before 2017					
We are now stocking more <i>‘Baytical Pour-On’</i> parasiticide than before Bayer Life Science Project					
More Agrovet Retails Shops/key dealers are now stocking the <i>‘Baytical Pour-On’</i> parasiticide					
The sales of <i>‘Baytical Pour-On’</i> parasiticide in West Pokot have increased after 2017					
The sales of the <i>‘Baytical Pour-On’</i> parasiticide was also increasing before 2017					
The rate of sales increase of the <i>‘Baytical Pour-On’</i> parasiticide after 2017 is more than before 2017					
The increased rate of sales of the <i>‘Baytical Pour-On’</i> parasiticide can be attributed to the Bayer Life Science project					

Section F: Other Information

18. Kindly indicate your level of agreement to the statements below relating to corporate social responsibility. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
CSR can improve the competitiveness of the Company in the long run					
Good corporate reputations have strategic value for the company					
CSR helps maintain a better brand image in the eyes of the customers					
CSR will help the company gain entry into new but volatile markets and remain competitive					
The company's reputation is improved by actions to support the community which positively influences sales					
A positive relationship exist between CSR involvement by a company and sales of its products					
CSR is a good platform to promote company products					
CSR is not a sales and marketing venture and should not be used as an avenue for promoting company products					

19. In your own view, how does a company benefit from engaging in CSR activities?

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APPENDIX III

QUESTIONNAIRE FOR BLS PROJECT BENEFICIARIES/ FARMERS

Kindly answer all the questions to the best of your ability. The information provided will be treated with utmost confidence and strictly used for academic purposes only.

Section A: Background Information

1. Gender

Male

Female

2. Age:

Less than 30 Years

31-40 Years

41-50 years

More than 50 Years

3. Highest level of education

Secondary level

College level

University level

Post graduate level

4. How long have you lived in West Pokot County?

1- 5 years 6 – 10 years

11 - 15 years Above 16 years

5. How long have you practised smallholder farming in West Pokot County?

1- 5 years 6 - 10years

11 - 15 years More than 16 years

6. Where (Constituency) in West Pokot County do you practice your smallholder farming?

Kapenguria Sigor

Kacheliba Pokot South

7. What smallholder farming do you practise? (tick all applicable)

Fruit farming Vegetables farming

Livestock keeping Fish farming

8. Expound on number 7 e.g. what types of fruits, vegetables, livestock

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Section B: Bayer, CSR and Bayer Life Science (BLS) Project Awareness

9. Are you aware of the company Bayer East Africa Limited?
Yes [] No []

10. If yes to number 9, are you aware of any of its (Bayer) products?
Yes [] No []

11. If yes to number 10, list some of the products you are aware of
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12. If yes to number 9, does it (Bayer) engage in CSR activities?
Yes [] No []

13. Are you aware of the Bayer Life Science CSR Project?
Yes [] No []

14. If yes to number 13, which category was the major focus for the Bayer Life Science project?
Environment [] Agriculture []
Corporate philanthropy [] Health []

15. If yes to number 13, what CSR activities were undertaken by the Bayer Life Science Project?

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Section C: Impact of BLS on sales performance of ‘Belt’ insecticide in constituencies

16. Kindly indicate your level of agreement to the statements below relating to the impact of BLS project on your awareness, purchase and usage of ‘Belt’ Insecticide. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
I did not know of the ‘Belt’ Insecticide before the Bayer Life Science Project (2017)					
I knew about ‘Belt’ Insecticide before Bayer Life Science Project (2017) but did not use it					
I knew about ‘Belt’ Insecticide before Bayer Life Science Project (2017) and was also using it					
I learnt about the ‘Belt’ insecticide through the Bayer Life Science Project (2017)					
I learnt about the ‘Belt’ insecticide through other channels					
Before the Bayer Life Science Project (2017) I was using another insecticide					
After the Bayer Life Science Project (2017), I now use ‘Belt’ as the insecticide in my farming practise					
I see other fellow farmers also use ‘Belt’ as the insecticide in their farming practise after Bayer Life Science Project (2017)					

Section D: Impact of BLS on the purchase of ‘Matahari F1’ among smallholder farmers

18. Kindly indicate your level of agreement to the statements below relating to the impact of BLS project on your awareness, purchase and usage of ‘*Matahari F1*’ onion seed variety. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
I did not know of the ‘ <i>Matahari F1</i> ’ onion seed variety before the Bayer Life Science Project (2017)					
I knew about ‘ <i>Matahari F1</i> ’ onion seed variety before Bayer Life Science Project (2017) but did not use it					
I knew about ‘ <i>Matahari F1</i> ’ onion seed variety before Bayer Life Science Project (2017) and was also using it					
I learnt about the ‘ <i>Matahari F1</i> ’ onion seed variety through the Bayer Life Science Project (2017)					
I learnt about the ‘ <i>Matahari F1</i> ’ onion seed variety through other channels					
Before the Bayer Life Science Project (2017) I was using another onion seed variety					
After the Bayer Life Science Project (2017), I now use ‘ <i>Matahari F1</i> ’ as the onion seed variety in my farming practise					
I see other fellow farmers also use ‘ <i>Matahari F1</i> ’ as the onion seed variety in their farming practise after Bayer Life Science Project (2017)					
I now prefer ‘ <i>Matahari F1</i> ’ onion seed variety to other onion seed varieties available in the market					
Agrovet Retail shops/key dealers are now stocking more ‘ <i>Matahari F1</i> ’ onion seed variety than before Bayer Life Science Project (2017)					
More Agrovet Retail Shops/key dealers are now stocking the ‘ <i>Matahari F1</i> ’ onion seed variety					

I am now buying and using more ' <i>Matahari F1</i> ' onion seed variety after the implementation of the BLS Project					
BLS project has contributed to my increased buying and using of the ' <i>Matahari F1</i> ' onion seed variety					
' <i>Matahari F1</i> ' onion seed variety is very effective					
I am not aware and have never used the ' <i>Matahari F1</i> ' onion seed variety					

19. In your own view, how else did Bayer Life Science project impact your awareness, buying and usage '*Matahari F1*' onion seed variety?

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Section E: Impact of BLS on uptake of 'Bayticol Pour-On' parasiticide among farmers

20. Kindly indicate your level of agreement to the statements below relating to the impact of BLS project on your awareness, purchase and usage of '*Bayticol Pour-On*' animal health product (parasiticide). Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

Statements	1	2	3	4	5
I did not know of the ' <i>Bayticol Pour-On</i> ' parasiticide before the Bayer Life Science Project (2017)					
I knew about ' <i>Bayticol Pour-On</i> ' parasiticide before Bayer Life Science Project (2017) but did not use it					
I knew about ' <i>Bayticol Pour-On</i> ' parasiticide before Bayer Life Science Project (2017) and was also using it					
I learnt about the ' <i>Bayticol Pour-On</i> ' parasiticide through the Bayer Life Science Project (2017)					

I learnt about the <i>'Baytical Pour-On'</i> parasiticide through other channels					
Before the Bayer Life Science Project (2017) I was using another parasiticide					
After the Bayer Life Science Project (2017), I now use <i>'Baytical Pour-On'</i> as the parasiticide in my farming practise					
I see other fellow farmers also use <i>'Baytical Pour-On'</i> as the parasiticide in their farming practise after Bayer Life Science Project (2017)					
I now prefer <i>'Baytical Pour-On'</i> parasiticide to other parasiticides available in the market					
Agrovet Retail shops/key dealers are now stocking more <i>'Baytical Pour-On'</i> parasiticide than before Bayer Life Science Project (2017)					
More Agrovet Retail Shops/key dealers are now stocking the <i>'Baytical Pour-On'</i> parasiticide					
I am now buying and using more <i>'Baytical Pour-On'</i> parasiticide after the implementation of the BLS Project					
Bayer Life Science project has contributed to my increased buying and using of the <i>'Baytical Pour-On'</i> parasiticide					
<i>'Baytical Pour-On'</i> parasiticide is very effective					
I am not aware and have never used <i>'Baytical Pour-On'</i> parasiticide					

21. In your own view, how else did Bayer Life Science project impact your awareness, buying and usage *'Baytical Pour-On'* parasiticide?

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APPENDIX IV

INTERVIEW SCHEDULE FOR THE BLS PROJECT TEAM

Section A: Background Information

1. What is your name?
2. Which Organization do you work for?
3. How long have you worked for your Organization?
4. What role did you play during conceptualization or implementation of the Bayer Life Science Project in West Pokot?

Section B: Awareness

5. What are some of the Bayer agro-products that were used in the Bayer Life Science Project?
6. Were the farmers aware of these products before?
7. What other products/methods were the farmers using in their various farming practices?
8. Were there new products introduced to West Pokot through the Bayer Life Science Project? If yes which one?
9. Are the farmers now more aware of the products?

Section B: Belief

10. How was the acceptance of the Bayer products having in mind that the smallholder farmers were also using other insecticides before the Bayer Life Science Project?

Section D: Sales (Actual Behaviour)

11. Are the farmers buying the Bayer agro-products to supplement what they had received from the Project?
12. How was their buying and usage behavior before BLS project?
13. How is their buying and usage behavior after BLS Project?
14. What are some of the factors affecting their purchasing habit/behavior?
15. What feedback did/have you received about the Bayer agro-products?

APPENDIX V

RESEARCH WORKPLAN AND BUDGET

WORK PLAN

Date/Month	Activity
29 June	Project Proposal Defence/ clearance
July 3 rd and 4 th week	Field work in West Pokot
August	Data analysis and preparation of final research project
September	Defence and submission of the final research project

BUDGET

Activity/item	Cost Ksh
Travelling cost to and within West Pokot county	21,000
Meals and accommodation for researcher during field work for two weeks	28,000
Stationery and photocopy of relevant documents	5,000
Contingency	10,000
SPSS Data Analysis	15,000
Total	79,000

APPENDIX VI

CERTIFICATE OF FIELD WORK



UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

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Telephone: 254-02-3318262, Ext. 28080, 28061
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Kenya

REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 29/06/2018 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K00/88217/2016

Name: Anthony Gitonga Mwangi

Title: Corporate Social Responsibility and Sales of Company Products. An assessment of the impact of Bayer Life Science Project on sales of agro-products among smallholder farmers in West Pokot County, Kenya.

Dr. Sonko
SUPERVISOR

[Signature]
SIGNATURE

4/7/2018
DATE

Dr Samuel Sirigi
ASSOCIATE DIRECTOR

[Signature]
SIGNATURE

5/7/2018
DATE

Dr. Ndeti Ndeti
DIRECTOR

[Signature]
SIGNATURE/STAMP

9/7/18
DATE



APPENDIX VII
ORIGINALITY REPORT

Turnitin Originality Report

- Processed on: 19-Oct-2018 12:42 EAT
- ID: 1022910476
- Word Count: 20311
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Impacts of Bayer Life Science CSR Project on ... By Antony Maina

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APPENDIX VIII

CERTIFICATE OF CORRECTIONS



UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

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REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 21/09/2018 in respect of M.A./PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50/88317/2016

Name: ANTHONY GITONGA MAINA

Title: IMPACT OF Better LIFE SCIENCE CSR PROJECT ON SALES OF AGRO-PRODUCTS AMONG SMALLHOLDER FARMERS IN WEST POKOT COUNT, KENYA.

Dr. S. Omara
SUPERVISOR

[Signature]
SIGNATURE

26/9/2018
DATE

Dr Samuel Siringi
ASSOCIATE DIRECTOR

[Signature]
SIGNATURE

23/10/2018
DATE

Dr. Nletia Nletia
DIRECTOR

[Signature]
SIGNATURE/STAMP

23.10.18
DATE

