

**COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY
PROGRAMMES TO YOUTH: THE CASE OF KENYA COMMERCIAL BANK'S
2JIAJIRI YOUTH EMPOWERMENT PROGRAMME**

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DECLARATION

This research project report is my original work and has not been presented for academic credit or any other purpose in any other institution.

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DEDICATION

This research project is dedicated to my parents (Mr. and Mrs. Kerage) and siblings (Geoffrey, Eucabeth, Jemimah, Eric and Etrine) who have supported and encouraged me throughout my study period.

ABSTRACT

The study investigated the communication of corporate social responsibility programmes focusing on Kenya Commercial Bank's *2jiajiri* youth empowerment programme. The objectives for the study were: to assess the communication strategies used to engage the youth about Kenya Commercial Bank's *2jiajiri* youth empowerment programme, to determine the youth's level of awareness about Kenya Commercial Bank's *2jiajiri* youth empowerment programme and to establish the perceptions of the youth on the communication of Kenya Commercial Bank's *2jiajiri* youth empowerment programme. The study was grounded on situational theory of publics. Descriptive survey design was used and utilised both qualitative and quantitative approaches. Questionnaires, interviews and content analysis were used as data collection methods. The study population comprised 1,640 youth in youth groups and 11 key informants. The study sample size comprised 246 youth and 7 key informants. Simple random, purposive and census sampling techniques were used to obtain the sample size. Further, quantitative data was analysed using Statistical Package for Social Sciences and presented in form figures and frequency tables. Qualitative data was manually analysed from interview notes and organised into themes and presented in narrative form. The study established use of workshops, mentorship forums, publications, events, website, documentaries, branded merchandises and exhibitions as communication strategies to engage youth about the programme by Kenya Commercial Bank were appropriate, there was low level of awareness about the *2jiajiri* programme among the youth due to insufficient information and lastly, the study established that there was inadequate communication about *2jiajiri* youth empowerment programme to youth in the community. Based on the findings, the study recommended that: the bank should utilise alternative communication strategies appropriately to engage youth, the bank should increase awareness level of *2jiajiri* youth empowerment programme among the youth by providing more information about the programme and the bank's communication about *2jiajiri* youth empowerment programme to you should be adequate and constant thus positive perceptions. The study recommends that a similar study should be conducted focusing on other counties using different methodology and the methodology employed by the researcher in this study as well in order to compare its consistency and accuracy. Further, there is need for a study on *2jiajiri* youth empowerment programme involving employees in the communication department in order to provide an insight into different perspectives in regard to the communication of its programmes.

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ABBREVIATIONS AND ACRONYMS

- PR:** Corporate Social Responsibility
- PRO:** Public Relations Officer
- KCB:** Kenya Commercial Bank
- NGO:** Non-Government Organization
- PRSK:** Public Relations Society of Kenya
- GOVT:** Government of Kenya
- SPSS:** Statistical Package for Social Sciences
- YEJCP:** Youth Empowerment and Job Creation Program
- IMC:** Integrated Marketing Communication

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter introduces the study focusing on the background of the study, statement of the problem and research objectives and questions. It also presents significance, justification, scope and limitation of the study as well as the operational definition of terms.

1.1 Background to the Study

Corporate Social Responsibility (CSR) activities have become part of organisations' strategy in building their image, popularising their brands, creating sustainable development and in meeting people's needs (Esen, 2013; Maimumah, 2009). Every organisation should therefore, employ this strategy for sustainable development. Therefore, organisations have got the responsibility to disseminate information in regard to CSR to various stakeholders thus making operations easier and accepted. Grunig (2001) also states that corporate social responsibility initiatives tend to meet various social problems facing stakeholders.

Most organisations communicate their CSR activities to stakeholders aiming to satisfy their needs. Waddock & Googins (2011) holds that firms should carefully use effective CSR communication strategies that provide their stakeholders with consistent

information thus building public trust and communicate legitimate corporate social responsibility activities to stakeholders.

Corporations should provide stakeholders with information about their CSR initiatives and impacts regularly (Capriotti & Moreno, 2007). This can be done through company websites, advertisements, in corporate social responsibility reports and also through stakeholder engagement initiatives (Du et al., 2010). The way in which Kenya Commercial Bank communicate their *2jiajiri* empowerment programme to youth in the community therefore, became a subject of this study.

The way it communicates the programmes to the youth may create either negative or positive perceptions towards the organisation. It should therefore, communicate to youth effectively on how it carries out the programmes and how they access this opportunity.

This study therefore, intended to investigate the communication of corporate social responsibility programmes to youth. The researcher sought to assess the communication strategies used by the bank to engage the youth about Kenya Commercial Bank's *2jiajiri* youth empowerment programme, to determine the youths' level of awareness of the Kenya Commercial Bank's *2jiajiri* youth empowerment programme and lastly, to establish the perceptions of the youth on the communication of Kenya Commercial Bank's *2jiajiri* youth empowerment programme.

1.1.1 Corporate Social Responsibility Communication

Corporate social responsibility communication involves expressing policies, managing organisations' communication tools and interactions about the organisations' CSR activities with stakeholders (Birth et al., 2008). However, many organisations are

concerned with communicating such activities to concerned stakeholders through a two-way communication strategy (Deegan et al., 2000). This will allow interactive communication between the bank and youth thus enabling the bank to implement a programme that will be accepted.

Dawkins (2004) suggests that appropriate communication of corporate social responsibility rely on a clear strategy that evaluates the brand. In addition, Capriotti & Moreno (2007) states that the manner in which CSR initiatives are communicated to stakeholders involves identifying of priority stakeholders and communication style as a communication strategy. However, Capriotti & Moreno (2007) states that regular CSR communication increases its level of awareness and ensuring corporate transparency.

Morsing & Schultz (2006) further states that stakeholder information, response and involvement strategies of communication make communicating of corporate social responsibility effective. Stakeholder information strategy is the giving information about the organisation and its corporate social responsibility activities to stakeholders. Companies using this strategy engage in active media relations, relying on media, brochures, pamphlets, magazines and other forms of media to disseminate information to the public. Stakeholder involvement strategy also is a two-way symmetrical model which establishes good relationship between the organisation and the stakeholders through negotiation and communication of its programmes. Finally, there is the stakeholder response strategy which creates good image on an organisation's publics for instance the youth in this study through social media, opinion polls and even direct contact to those in charge of corporate social responsibility activities (Capriotti & Moreno, 2007).

1.1.2 Corporate Social Responsibility Activities Globally

Corporate Social Responsibility was geared due to industrial revolution and the great depression hence enabling firms to provide welfare to the society (Carroll, 2008). According to Dang et al., (2014) CSR started during the French Revolution when the poor were housed and educated through Joseph Rowntree's corporate philanthropy in his chocolate factories. Howard (1953) further initiated the idea of businessmen's social responsibilities which issued the much needed foundation for the development of the present concept of corporate social responsibility. This means that initially, businessmen practiced social responsibilities in the community unknowingly unlike today when they are aware.

Since then CSR advanced and this is the period when guidelines, regulations and principles for adopting it was started across the globe hence introducing aspects of ethics, economic, law and responsibility. Further, Triple Bottom Line (TBL) aspect emerged during 2000s which measured the impact of CSR that could mirror the performance of various corporations leading to more global companies appearing in the world economy (Freeman, 1984).

Lastly, Forstater et al., (2010) states that CSR in Africa was first carried out to counter some environmental and social issues and challenges threatening the business sector. This means that it was the management of the company to decide or not to practice CSR. Perhaps this could only happen depending on the relationship that existed between the corporation and its stakeholders.

1.1.3 Corporate Social Responsibility Activities in Kenya

Extensive of CSR in Kenya is determined by the size of an organisation, culture, demands and values of the stakeholders. Ufadhili (2008) affirm that Kenyan firms practice CSR with their company mission and vision perhaps as a way of identifying themselves towards their objectives. In addition, CSR was introduced in Kenya by Global Compact, United Nations Development Program and United Nations Industrial Development Organisation (Muthuri & Gilbert, 2011). Major CSR initiatives in Kenya today include the Wings to fly, Mpesa Foundation, the Standard chartered marathon and Kenya Commercial Bank Foundation which is the current area of study.

According to Kcbbankgroup.com (2007) Kenya Commercial Bank engages in various CSR activities that are meant to benefit its stakeholders for instance *2jiajiri* programme. The programme empowers the youth by creating employment opportunities and training them technical skills in various vocational training colleges, offering them business advisory and development services. The study investigated the communication of CSR programmes to the youth focusing on *2jiajiri* youth empowerment programme.

1.2 Statement of the Problem

Despite the fact that KCB's *2jiajiri* programme empower youth in different sectors of the economy in Kenya, unemployment still stands a major stability threat among youth in Kamukunji (Sana & Okombo, 2012). According to Awuor (2006) KCB engages in corporate social responsibilities that creates a huge impact to the society. However, Omoro et al (2014) states that most organisations in Kenya practice CSR without realising how best to can carry them in order to meet stakeholders' needs. Since

communicating CSR programmes to stakeholders is essential to sustainable development of organisations the researcher therefore, sought to investigate the communication of KCB's *2jijiri* programme to youth in Pumwani ward in order to meet their needs. According to the Nairobi City County Integrated Development Plan (2014) sixty percent of the youth in Kenya are unemployed due to slow growth of the economy and formal sector and they are in need of employment and training skills that match the needs of industry.

Lewis (2003) holds that many organisations fail to convey information on their programmes to stakeholders effectively thus doubting them. Bhattacharya & Sen (2004) states that stakeholders' lack of awareness about CSR limits them in participating in such activities thus negative perception towards organisations. Lack of effective communication of corporate social responsibility has been a major problem in many organisations to achieve their desired goals (Bhattacharya & Sen, 2004).

The study sought to add knowledge in CSR communication by investigating on Kenya Commercial Bank's communication of *2jijiri* youth empowerment programme.

1.3 Research Objectives

1.3.1 General Study Objective

To investigate the communication of Kenya Commercial Bank's *2jijiri* youth empowerment programme to youth in Pumwani ward.

1.3.2 Specific Study Objectives

- i. To assess the communication strategies used to engage youth about Kenya Commercial Bank's *2jiajiri* youth empowerment programme.
- ii. To determine the youth's level of awareness of Kenya Commercial Bank's *2jiajiri* youth empowerment programme.
- iii. To establish the perceptions of the youth on communication of Kenya Commercial Bank's *2jiajiri* youth empowerment programme.

1.4 Research Questions

- i. How are the communication strategies used to engage the youth about Kenya Commercial Bank's *2jiajiri* youth empowerment programme?
- ii. What is the youth's level of awareness of Kenya Commercial Bank's *2jiajiri* youth empowerment programme?
- iii. What are the perceptions of the youth on the communication of Kenya Commercial Bank's *2jiajiri* youth programme?

1.5 Scope and Limitations of the Study

The study targeted youth aged 18-34 in youth groups in Nairobi City, Pumwani ward since they are the target beneficiaries of KCB's *2jiajiri* programme. The study further focused on key informants within Pumwani ward. Pumwani hosts Gikomba market, one of the largest open air markets in Kenya (Onyango, 2019). It also has the largest Juakali sector in Kenya with a collection of more than 4,000 informal workers (Kinyanjui, 2005; King, 2006). These are among sectors in Kenya where jobless youth labor in order to earn a living.

The researcher analysed KCB foundation website to assess the communication strategies used to engage youth about *2jiajiri* programme because this is where most communication about *2jiajiri* is done. In the year 2017, KCB was the best bank both in Kenya and East Africa in terms of CSR during the year's Euro Money Awards for Excellence (Amadala, 2017). The researcher also encountered incomplete filling of the questionnaires and unwillingness of respondents to participate in the study. This was mitigated by constantly reminding them on the importance of participating in the study and filling all the questions.

1.6 Justification of the Study

This study was conducted to establish the communication of Kenya Commercial Bank's *2jiajiri* youth empowerment programme to youth in the community. This is because most organisations in Kenya carry CSR to meet profits, complying with the law and also giving back to the society without realising how best they can carry them out to meet stakeholders' needs (Omoro et al., 2014). Therefore, it is important for organisations such as KCB to understand their stakeholders's perception and level of awareness on their communication of *2jiajiri* programme.

1.7 Significance of the Study

KCB may benefit from the study since it may provide insights on how best it can communicate its *2jiajiri* programme thus increasing its level of awareness. The study may guide the bank on the importance communicating about *2jiajiri* programme effectively among the youth. Similarly, this study may guide KCB on the appropriate communication strategies they can use to engage the youth about *2jiajiri* programme thus

awareness and positive perception. The study outcomes further, may inform the bank on the awareness level of the youth about *2jiajiri* programme and their perceptions towards its communication.

Findings of this study further, may inform the youth that are not aware of *2jiajiri* programme on how and where to access information concerning the programme. Finally, the study may contribute to the body of knowledge in regard to Corporate Social Responsibility communication. This may be of interest to researchers who may seek to further investigate issues pertaining to communicating *2jiajiri* youth empowerment programme.

1.8 Operational Definitions

Corporate Social Responsibility - This is an initiative carried out by organisations with the aim of improving the stakeholders' welfare thus creating its good image and reputation for instance KCB empowering the youth through *2jiajiri* programme.

Stakeholders - These are group(s) of people who can affect the achievements or developments of an organisation in realising its desired objectives either positively or negatively. Therefore, the stakeholders in the study are the youth in the community.

Youth - These are young people aged 18-34 in the community being targeted by *2jiajiri* programme.

Triple Bottom Line - This is a supposition or a framework that gauges a company's level of social responsibility both inside and outside the premises. The framework gauges both the economy and the effects in the surrounding community.

Corporate Communication - Is the process of sending and receiving of messages or information to and from stakeholders of organisations.

Communication Strategies - These are plans on how information is exchanged between the stakeholders and organisations thus creating awareness and good relationship. They include media advertisements, use of internal stakeholders, sponsorship programmes, news releases, documentaries, media relations, public workshops and events, roadshows, publicity and many others.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter looks at empirical literature on communication of corporate social responsibility activities, communication strategies, stakeholders' perceptions on corporate social responsibility communication and research gaps. The chapter also looks at the theory and conceptual framework that guided the study.

2.1 Communication of Corporate Social Responsibility

Communication of CSR activities can be done through reports, press releases, company website, mass media, forums and events in order to pass information to various stakeholders. Dolphin (2000) suggests that giving stakeholders' information shows coherence, integrity, morals and rules of conduct of the organisation. Corporations should communicate their CSR programmes to stakeholders in a planned and responsible manner (Bronn & Vrioni, 2001). This will enable stakeholders to understand the programmes put in place and how they can get involved in them.

Ineffective CSR communication may lead to lack of trust and bad image to stakeholders of a company. There is need for organisations to develop communication strategies by giving coherent information while meeting needs of each stakeholder thus creating good image. Ndonye (2014) states that organisations that do communicate their corporate social responsibility activities enjoy good image and identity in the corporate world thus

having a sustainable business. Therefore, proper communication of activities with the stakeholders will help the company to know how best it can communicate its programmes towards meeting its objectives.

According to Bonyton (2002) communication CSR gives opportunities for communications department to expand various communication activities to attain organisational goals. It can also be used to stabilise the interests of organisations and their stakeholders' thus positive relationship (L'Etang, 2006; Stark & Kruckberg, 2003). Moreover, Grunig (2001) asserts that a two-way symmetrical communication is appropriate in building good relationship between the organisation and the public. Therefore, KCB can only influence youth through communication of *2jiajiri* youth empowerment programme.

Since the study sought to investigate the communication of *2jiajiri* programme to youth, Capriotti & Moreno (2007) states that communicating CSR is very essential since it publicises the willingness of an organisation going beyond economic priorities. This will strengthen its relationships with the stakeholders, achieving stakeholder transparency and ethics. Further, communication improves the company's image and development of customer loyalty (Birth et al., 2008). Godfrey (2005) suggests that establishing a proper communication of CSR activities to stakeholders promotes reputation. But these companies do not communicate their programmes in the best way possible. This means that businesses with effective communication to their stakeholders usually create a good relationship with its stakeholders.

2.2 Corporate Social Responsibility Communication Strategies

Morsing & Schultz (2006) states that some of the communication strategies include stakeholder information, stakeholder response and stakeholder involvement. Stakeholder information strategy communication is the communication from the company to the public without feedback (Morsing & Schultz, 2006). Its aim is to create awareness to the public about the objectives of the organisation and not persuading them. Organisations should therefore, inform stakeholders about its good intentions and actions to ensure positive support and perceptions. Organisations that use this strategy usually engage in media relations and other mass media to inform the general public (Morsing & Schultz, 2006).

Stakeholder response strategy also is when information is exchanged between the organisations and the stakeholders. The organisation attempts to change stakeholders' perceptions and attitudes towards the organisation. Also is the stakeholder involvement strategy which involves dialogue between an organisation and its stakeholders and persuasion may occur on the process (Morsing & Schultz, 2006). According to the study therefore, Kenya Commercial Bank has to consider which strategy will be best for them to communicate about *2jiajiri* youth empowerment programme to youth.

2.3 Use of the New Media in Corporate Social Responsibility Communication

New media can be used to engage stakeholders towards achieving the objectives of the organisation. Through social media platforms, stakeholders can be involved in the CSR dialogue by providing relevant information in regard to corporate social responsibility activities, gathering various stakeholders' opinions and many others (Nwagbara & Reid,

2013). Social media also reaches a lot of stakeholders faster and less costly. Since social media involves a two-way communication strategy, it may be the one of the effective communication strategies or ways of communicating to stakeholders in a planned manner thus creating awareness about the programme and positive perceptions.

Organisations need to take seriously social media use in communicating CSR so that they can succeed in sustainable business. According to the study, organisations should look for appropriate communication strategies thus increasing level of awareness about the programme and also enhancing a good relationship.

Moreover, social media helps stakeholders to interact with organisations on CSR activities with their accounts thus making the information spread quickly. Arnone et al (2011) claim that social networks offer lots of benefits like accessing more information, reaching many people and it is cheap compared to other forms of media channels. Kenya commercial Bank should therefore, use social media platforms thus proper communication. In the current study therefore, social media may be a very effective CSR communication strategy since it is cheap, saves time and reaches many people within a shorter period.

2.4 Corporate Social Responsibility Reporting

Publishing corporate social responsibility reports will make stakeholders to access information of the previous, current and future CSR activities. Tsoutsoura (2004) holds that most companies issue CSR reports which build trust and accountability to stakeholders like the youth in this study. According to Muchemi (2015) CSR is not just

about sustainable development, being transparent and having good relationship to stakeholders but also reporting those activities to stakeholders. Therefore, KCB is advised to report its *2jiajiri* programme to its youth in order to build trust and accountability among the youth.

A survey by KPMG (2011) indicated that European countries are the leading in CSR activities reporting. This is because Europe is the founder of corporate social responsibility programmes in businesses before unfolding to other continents. The survey also indicated that in the year 2011, only 71% of European companies were reported to have adopted corporate responsibility while America was reported the second with only 61% and finally almost 60% of the Chinese reported. Therefore, in the developed countries, CSR activities in corporations are being appreciated than in developing countries.

According to Coombs & Holladay (2012) without effective communication corporate social responsibility to companies there will not be no awareness of the programmes to the youth in this study. This is an implication that without effective CSR communication, the youth cannot benefit from the programme. Therefore, the bank should look for a systematic approach to effectively communicate about *2jiajiri* youth empowerment programme thus creating awareness.

2.5 Benefits of Corporate Social Responsibility Communication

Communication of *2jiajiri* programme to youth as stakeholders in the current study is very important since they are able to understand the operations of the programme thus supporting it. Engaging youth in the communication of *2jiajiri* programme will enable

the bank to understand their needs thus good relationship. Greening & Turban (2000) argue that companies that have strong corporate social responsibility engagements usually attract and retain their employees. Stakeholders will only be willing to support these programmes if only they are aware of them and their objectives. It is good therefore, for organisations to have proper communication of these activities enabling stakeholders be aware of the activities initiated. Social responsibility initiatives increase once there is communication and participation between corporations and the community (Dang et al., 2014).

Awareness of stakeholders on corporate social responsibility activities is reduced if there is no enough communication of those activities (Alsop, 2005). Once there is effective communication about CSR, both the company and the stakeholders benefit mutually. Therefore, KCB can build its good image while increasing profits whereas the youth who are the external stakeholders in the current study benefit too from the *2jijiri* empowerment programme.

2.6 Stakeholders' Perceptions on Communicating Social Responsibility

Riordan et al., (1997) avers that the perceptions of the employees towards corporate social responsibility communication can influence corporate positively whereby the community will perceive the organisation positively. Balmer & Greyser (2002) further states that the perceptions and attitudes of the employees about the services of an organisation to external stakeholders play a very crucial role in changing their behavior with view to the organisation and the administration.

Internal publics at National Bank of Kenya perceive corporate social responsibility as helpful to the organisation as it creates its reputation, building its image and raising the view of an organisation (Muchemi, 2015). Further, Muchemi (2015) states that employees perceive CSR as an important communication tool since it creates the bank's image, status and also a good way of paying back the community. The employees would like their organisation engage in CSR activities since there are some benefits such as team building, job security, increasing profits and the image. These enable employees create a certain perception towards corporate social responsibility which later influences the organisation.

Muchemi (2015) holds that banks should be socially responsible in their CSR practice thus securing their existence and relationship in the society. Being socially responsible means there is need for banks to communicate their corporate social responsibility activities for instance *2jajiri* programme to the youth. Employees are considered to be a source of reliable information by the external stakeholders since they work in the organisation, and therefore, they can be trusted and their information relied on.

2.7 Research Gaps

Reviewed literature shows that various researchers have done studies on corporate social responsibility communication focusing on different perspectives. Moonhe et al (2016) studied on communicating corporate social responsibility on face book focusing on the stakeholders and public engagement strategies. In this study, the researcher focused on communication strategies such as campaigns, media relations, events, documentaries, meetings and public engagement workshops.

Chaudri (2014) did a research on corporate social communication imperative on corporate social responsibility managers who are the internal stakeholders whereas this research focused on youth who are the external stakeholders in the community in which KCB operates. Muchemi (2015) only embarked on internal stakeholders in the bank but did not focus on external stakeholders for instance the youth in the community which this research focuses. Further, Branton et al (2015) studied on communicating corporate social responsibility to internal stakeholders whereas this study was limited external stakeholders. Finally, Oksuz & Gene (2017) studied on corporate social responsibility communication of face book as a medium of communication whereas in this research, the researcher focused on communication strategies used to communicate *2jjajiri* youth empowerment and job creation programme.

2.8 Theoretical Framework

2.8.1 Situational Theory

This study was guided by Grunig's situational theory which states that groups of people can be divided into four publics based on their recognition and involvement about an organisation or issue. The theory includes problem recognition, constraint recognition and level of involvement variables that determine which stakeholder belongs to which publics (Grunig, 1989). Grunig & Hunt (1984) states that the theory gives specific information about stakeholder's communication needs. Further, it assumes that stakeholders will pay attention and seek for information that interests them (Illia, 2013). Therefore, this theory informs public relations practitioners to focus on the kind of information stakeholders need rather than what the organisation choose to disseminate.

This will lead to identification of effective strategies to disseminate messages in the most effective way.

Situational theory explains why certain people are active or passive when searching for information about something and how they behave after processing information (Illia, 2013). This will enable public relations officers to understand how and what to communicate to each stakeholders thus achieving company goals. The source of CSR information determines the kind of CSR messages to be disseminated. Michael et al (1996), holds that there is a likelihood of stakeholders accepting information that comes from a credible source.

Further, situational theory comprises information seeking and information processing communication behavior (Grunig, 1989). For instance, stakeholders that are aware or active will try to interpret and comprehend information to the best of their ability while latent stakeholders will process information if only they come across it by chance (Illia, 2013). Nevertheless, higher levels of involvement make stakeholders more active in seeking for CSR information thus interacting.

Constraint recognition is when stakeholders (youth) are hindered from communicating about their problems they are facing to the concerned organisation (Kim, 2011). Different stakeholders ought to be targeted with different effective communication strategies since every group receives and process messages differently (Kim, 2011).

Situational theory guides Kenya Commercial Bank on the importance of identifying different groups of publics depending on their needs and interests in order to know how

to communicate to them. The theory further demonstrates how youth access, seek, interpret and respond to information or communication in regard to the programme. It helped the researcher to establish the level of involvement of the youth in the communication of the program and how they perceive the bank's communication concerning *2jiajiri* programme.

2.9 Conceptual Framework

The conceptual framework includes independent, dependent and intervening variables and they interlink to identify a given factor. It shows how stakeholders are influenced by corporate social responsibility communication.

2.9.1 Communication of *2jiajiri* Programme

This shows how KCB engage youth in the communication of *2jiajiri* youth empowerment programme. The researcher conceptualised that communication of *2jiajiri* programme can be done using appropriate communication strategies in order to increase level of awareness about the programme and also create positive perceptions on the communication of *2jiajiri* programme.

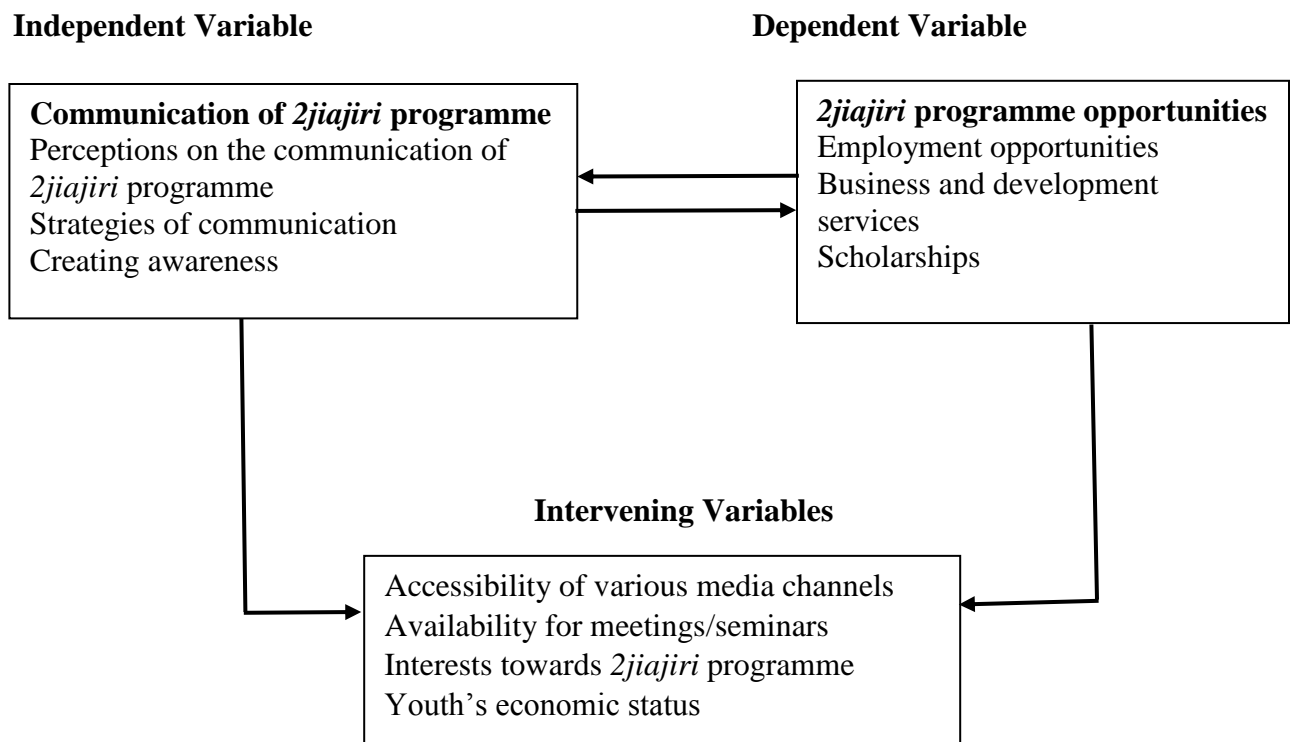
2.9.2 *2jiajiri* Program Opportunities

These are opportunities that are meant to empower youth for instance employment, business and development services and poverty reduction. Through adequate and appropriate communication of these sponsorship opportunities by Kenya Commercial Bank, the youth can be influenced to seek them thus positive perceptions and increasing level of awareness.

2.9.3 Intervening Variable

Intervening variables were conceptualised as economic status, amount of information, availability of meetings, accessibility to media channels and having interest towards *2jiajiri* youth empowerment programme thus high awareness. This can only be achieved through receiving adequate information, having interest in the programme and ability to access meetings and media where information about the program is shared. Generally, intervening variables links the independent and dependent variables of the study.

Figure 1: Conceptual Framework



Source: Researcher, 2019

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter covers the research design, research approach, research methods, population and sampling procedure, research instruments, data analysis and presentation and research ethics used in the study. These stages helped the researcher to achieve the study objectives and reporting of findings in a systematic manner.

3.1 Research Design

This study adopted descriptive survey design. Descriptive survey design aims at investigating and describing a given variable into details. The design gives an in depth and comprehensive exploration required in research. According to Leedy (1997) research design is a procedure for a research, providing the general framework of data collection. The study aimed at investigating how KCB communicates its *2jiajiri* programme to the youth. It focused on assessing the communication strategies used to engage the youth about KCB's *2jiajiri* youth empowerment programme; determining the youth's level of awareness about Kenya Commercial Bank's *2jiajiri* youth empowerment programme and lastly, establishing the perceptions of the youth on the communication of Kenya Commercial Bank's *2jiajiri* youth empowerment programme.

3.2 Site Description

The study was carried out in Nairobi City, Pumwani ward which has the largest Juakali sector and an informal manufacturing site in Nairobi with collection of informal workers (Kinyanjui, 2005; King 2006). More so, this is where the largest open air market (Gikomba) in Kenya is situated (Onyango, 2019). The two sectors host people from their neighborhood and Nairobi's informal settlements for various businesses. Since *2jiajiri* programme seeks to help youth transform their micro-entrepreneurship projects into small and medium projects. Pumwani therefore, was ideal location for the study.

3.3 Research Approach

Mixed research approach was used where both qualitative and quantitative approaches were employed. In qualitative research approach in-depth interviews and qualitative content analysis were used to gather information. Creswell (2009) posit that qualitative research is a form of interpretive inquiry with which interpretations of what can be seen, heard and understood are made. In quantitative approach surveys were used to obtain quantitative data which consisted of statistical or numerical data. A combination of the two approaches enabled the researcher to answer a large number of research questions and to collect comprehensive data, adding more insights that could be left out when using one approach (Nutting et al., 2009).

3.4 Research Method

Survey method through questionnaires and interviews were used to collect quantitative data from the youth in youth groups and qualitative data from the key informants respectively. Content analysis was also used to collect data about the communication of

2jiajiri youth empowerment and job creation programme from the Kenya Commercial foundation website.

3.5 Population, Sample Size and Sampling Procedure

3.5.1 Population

The study population comprised 1,640 youth in registered youth groups in Pumwani ward for quantitative data. According to Kamukunji Sub County social development officer, there were eighty-two registered youth groups in Pumwani ward and each group had an approximate (20) members. Therefore, a total of 1, 640 youth were considered for quantitative data.

Further, the study comprised (11) key informants for qualitative data from social development and youth affairs offices, assistant chiefs and Kamukunji juakali association office. In addition, the researcher studied a total of 51 articles accompanied by photos and videos that were published on Kenya Commercial Bank's foundation website for content analysis.

3.5.2 Sample Size

The sample size for quantitative data was 246. According to Mugenda and Mugenda, (2009), 10 to 30% of the target population is suitable for descriptive study when the study population is less than 10,000. Therefore, the study used 15% of the target population. This means $(0.15 \times 1,640)$ which gives a total of 246. Qualitative data sample size was obtained from (4) assistant chiefs, (2) sub-county officers from the social development and youth affairs departments since they are linked to youth affairs and lastly, the secretary general from Kamukunji Juakali Association.

Further, the sample size for content analysis was 21 articles, five videos and 21 photos that had information about *2jiajiri* programme.

Table 1: Sampling and Sample Size

Respondents	Study Population	Sample Size	Percentage (%)
Youth in organised youth groups	1,640	246	97.00
Community Leaders (Assist. Chiefs)	4	4	1.60
Kamukunji Juakali Association	3	1	0.40
Social Development & Youth affairs officers	4	2	1.00
Total	1,651	253	100.00

Source: Researcher, 2019

3.5.3 Sampling Procedure

Probability sampling procedure was used to collect quantitative data. Probability sampling is where every item in the population has an equal chance to participate in the study (Kothari, 2004). The researcher obtained a sampling frame from the total number of registered youth in youth groups in Pumwani ward by the social development office in Kamukunji Sub County which was 1,640 youth. The researcher further was informed of the date when the youth groups were to meet in Kamukunji social hall and came for data collection. The forum was convenient and easier for the researcher to find a majority of the respondents for the study. The youth were explained that the research was for academic purposes, how it could be carried out. The respondents thereafter, were requested to participate.

For quantitative data therefore, simple random sampling technique was used to obtain sample size of 246 from youth groups in Pumwani ward. The respondents were randomly

selected from the list of attendance during the forum. The total number of youth who attended the forum were 1,302 registered youth. The researcher therefore, randomly picked odd numbers from the attendance list and the numbers picked corresponded to respondents who were given questionnaires to fill.

Further, purposive sampling obtained three out of seven participants as key informants for qualitative data based on data needs and resources available from Kamukunji sub-county social development, youth affairs and Kamukunji Juakali Association offices for interviews. Census was further used to obtain four assistant chiefs from Majengo, Shauri Moyo, Maziwa and Gorofani sub- locations for qualitative data.

Simple random sampling was finally used to pick articles, photos and videos for analysis from 10 videos, 41 articles and photos published on Kenya Commercial Bank foundation website respectively. All articles, photos and video stories published on the website were listed in order of publication and they were numbered separately. All articles, photos and video stories corresponding to an odd number were selected for analysis. Thus, the sample was made up of 21 articles, 21 photos and five video stories. Ogula (2005) states that sampling is a procedure in which a researcher selects a sub group from the entire population to participate in the study.

3.6 Methods of Data Collection

Triangulation method was used by the researcher to collect data for a better understanding of the study. Triangulation is the use of different sources of information to bring out insight about a theme to ensure validity of the research (Cresswell, 2014). The

research therefore, utilised interview, questionnaire and qualitative content analysis methods of data collection.

The researcher visited the sub county social development office to find the number of registered youth groups in Pumwani ward with permission from the Nairobi City County social development director. The researcher further confirmed from the office when the youth groups in Pumwani ward were likely to have a forum in Kamukunji social hall and also booked appointments with the key informants for interviews. Before the actual study, a pilot study was conducted in Kamukunji ward for a pretest. With permission from the deputy sub county commissioner, ministry of education and social development offices in Kamukunji, the researcher was allowed to attend the forum in order to administer questionnaires to respondents.

With the coordination of the youth leaders, social development and youth affairs officers, the researcher explained the youth the purpose of the study and how he would like it be done in order to achieve reliable and accurate results before their forum started. Questionnaires were administered to the sample size for response and they were collected after their forum came to an end for analysis. This was to allow the respondents have enough time to fill the questionnaires accurately.

Structured questionnaires therefore, were used to collect data from youth groups in Pumwani ward (Appendix I). Questionnaires are easy and quick to answer, analyse, they have a high response rate and they are more specific. Before, the actual data collection, a pilot study was carried out to ten respondents at Kamukunji ward who had the same study characteristics for pretesting. Thereafter, changes were made to questions that were not

clear to respondents. Later, corrected questionnaires were administered to respondents through hand delivery to fill.

Interviews were further carried out to get information from assistant chiefs, Kamukunji Juakali Association secretary and sub- county officers from the social development and youth affairs department in Kamukunji in five different days using interview schedules (Appendix II). The researcher booked appointments with key informants on the days and time of conducting interviews. The researcher thereafter, collected data from the four assistant chiefs in two days and each day two assistant chiefs were interviewed separately in their offices. Data from social development and youth affairs officials and Kamukunji Juakali Association office were also collected in different days depending on their availability. Interview schedules increases the likelihood of gathering accurate information (Orodho, 2004). They also allow the researcher to get more and relevant information since there is room for asking follow up questions.

Content analysis was used further to analyse data from the KCB foundation website on the communication of *2jijiri* programme (Appendix III). Content analysis was applied to pictures, articles, videos or documentaries and reports about *2jijiri* programme uploaded in KCB foundation website. The researcher analysed the size of articles, photos and time length of videos used in the website. The 21 sampled articles, photos and five recorded videos were uploaded in the KCB foundation website. Mugenda & Mugenda (1999) states that content analysis involves observation and detailed description of objects or phenomena. This allowed qualitative description of information from the website. Content analysis and interviews complement the questionnaire thus enriching the overall findings of the study.

3.7 Data Analysis

The researcher analysed quantitative data using Statistical Package for Social Sciences (SPSS). Quantitative data and variables were assigned into SPSS hence generating frequency tables, figures and percentages. Qualitative data from interviews was manually analysed. This included identifying and organising various themes from the interview notes and put them in various categories in statements, explanations and comments based on the study objectives.

Content analysis was also analysed through observation and detailed description of objects. The researcher read the articles published and watched videos uploaded on the website and identifying the size of articles used, time length of recorded videos, the size of photos uploaded and the kind of information in the articles and videos while identifying themes and listing them for analysis in content analysis code sheets (appendix III). Data collected was analysed so as to get a description and summary of the information thus meeting the objectives of the study.

In analysing data, the researcher was able to describe and summarize data, compare variables and forecast outcomes. Cooper & Schindler (2006) assert that data analysis involves exhausting data to a doable size and summarizing it in narrative form, frequency tables, charts and graphs.

3.8 Data Presentation

The researcher presented quantitative data in frequency tables and figures (pie charts and graphs). Frequency tables made complex raw data easy to comprehend whereas graphs

and pie charts made data effective since they allowed comparison of data in the study. Qualitative data was further presented in narratives. The researcher interpreted statements, comments, pictures, texts, and documentaries and explained them in form of narratives.

3.9 Validity and Reliability

A mixed approach and method was used to obtain data with an aim of comparing the accuracy of collected data between questionnaires and an interview schedule. The appropriateness, clarity and simplicity of the questionnaires, language structure used and relevance of the information were checked through a pilot study. A pilot study assisted the researcher to review the questions in order to improve the questionnaire thus meeting the study objectives. The study findings were also compared to other studies thus comparing accuracy and consistency of the results. Mugenda and Mugenda (1999) describes validity as the accurateness and meaningfulness of interpretations in research findings. Creswell (2003) also describes validity as the consistency in the findings of the research and reliability is the credibility of research results.

3.10 Ethical Considerations

Research ethics were compiled during the whole study. The researcher ensured not to copy other researchers' work, and referenced all sources of information. Consent from the department was given to the researcher after successfully defending the proposal and before proceeding to the field for data collection. Therefore, a certificate of field work was obtained from the department (Appendix IV). An introductory letter was attached to questionnaires explaining to them what the research was all about. According to Driscoll

& Brizee (2012) a researcher needs to have approval and authority from the supervisors to conduct any research and that they have no any intention to cause any injury or damage in the process of doing the study. In addition, the researcher sought permission from the Social Development County Director, Deputy County Commissioner and Sub County Education office (Appendix V) before proceeding with the study.

Thereafter, the researcher ensured that all information and data collected from the respondents was confidential and it was only for academic purposes. Respondents' rights were also respected. Further, the researcher was keen in order to avoid biasness in the whole research process. Finally, the researcher ensured all data analysed was the exact information collected without manipulation. The whole process of data collection however, observed high standards of integrity, privacy and confidentiality.

Further, a certificate of originality was obtained from the department after the research project was subjected to a plagiarism test (Appendix VI). The plagiarism test was to prove that the research project was not copied by the researcher from other sources. Finally, the researcher obtained a certificate of corrections from the department after doing all the corrections proposed during defence (Appendix VII).

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0 Overview

This chapter presents findings on the response rate, demographics information and results of the study in line with research objectives. Data analysis was based on study objectives. Data from questionnaires were analysed by use of statistical tools and presented in form of tables and figures. Data from interviews and content analysis were transcribed and presented in form of narratives.

4.1 Presentation of the Findings

4.1.1 Response Rate

This refers to the percentage of the sample that was dully filled and collected for analysis. Out of 246 questionnaires that were administered to respondents, 95.12% of the questionnaires were filled and returned for analysis (Table 4.1). According to Mugenda and Mugenda (2003), 50% of the response rate is adequate, 60% response rate is good while above 70% response rate is well for the study. The response rate was examined sufficient for the study.

Seven interviews were also conducted from local community leaders, the secretary general from Kamukunji Juakali Association and officials from Kamukunji Sub County youth affairs and social development office. Interviews registered 100% response rate. According to Wiseman, (2003) whenever the response rate is below 85%, there is a non-

response error. Since 100% response rate is more than 85% it was an affirmation therefore that the response rate was adequate.

4.2 Demographic Information

The researcher sought to analyse the participants based on age, gender and level of academic qualification. This enabled better understanding on communicating corporate social responsibility activities to external stakeholders. Lastly, these findings assisted in formulating the recommendations of the study.

Table 2: Gender Distribution

Gender	Frequency (N)	Percentage (%)
Male	135	57.69
Female	99	42.31
Total	234	100.00

Source: Field Survey 2019

The finding of the study indicates out of the returned questionnaires, 57.69% of the respondents were male while 42.31% were female (Table 4.2). This is an implication that gender representation in the study was fair though the male youth who were slightly higher than the female youth. Gender was taken into consideration so as to ensure that the research was not biased to one gender.

Table 3: Age Distribution

Age Bracket	Frequency (N)	Percentage (%)
18-20	24	10.26
21-25	64	27.35
26-30	104	44.44
31-34	42	17.95
Total	234	100.00

Source: Field Survey 2019

The findings of the study indicate that the majority of youth in youth groups, 44.44% were aged between 26 and 30 (Table 4.3). The proportion implied that 44.44% of the youth in Pumwani ward who are involved in youth groups doing various businesses while establishing themselves thus self-employment are aged between 26 and 30. This is maybe after struggling to find employment opportunities in different organizations. Therefore, they decide to seek funds and grants from various organizations for instance banks, Saccos, credit and savings in order to support their businesses.

Table 4: Distribution by Level of Education

Level of Education	Frequency (N)	Percentage (%)
Primary	21	9.00
Secondary	61	26.00
Middle level college	105	44.90
University	47	20.10
Total	234	100.00

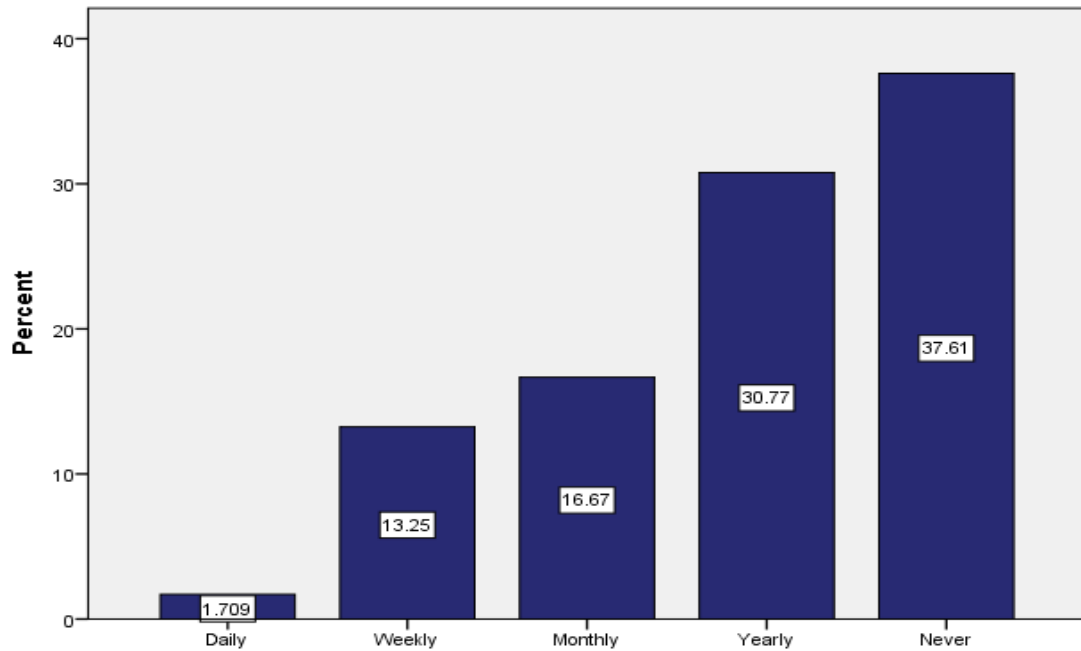
Source: Field Survey 2019

The study established that most of the youth in organised youth groups in Pumwani had middle level college education with 44.90% (table 4.3). This implied that considerable majority of the youth join youth groups to earn a living after secondary school and middle level colleges. Therefore, all youth are legible to benefit from *2jijiri* youth empowerment programme despite their levels of education.

4.3 Communication Strategies Engaging Youth about *2jijiri* Programme

Communication strategies are crucial tactics in any communication process within an organisation towards achieving its objectives. They may include; one way or two way communication strategies and each involve various communication channels for conveying information to various publics. Nwagbara & Reid (2013) holds that social media involves a two-way communication strategy where organisations communicate their corporate social responsibility activities to large number stakeholders within a short period and receive instant feedback thus developing a dialogue and it is less costly. The study therefore, sought to assess more about the communication strategies used by Kenya Commercial Bank to engage the youth in the community about *2jijiri* youth empowerment programme.

Figure 2: Frequency of Communication about *2jiajiri* Empowerment Programme



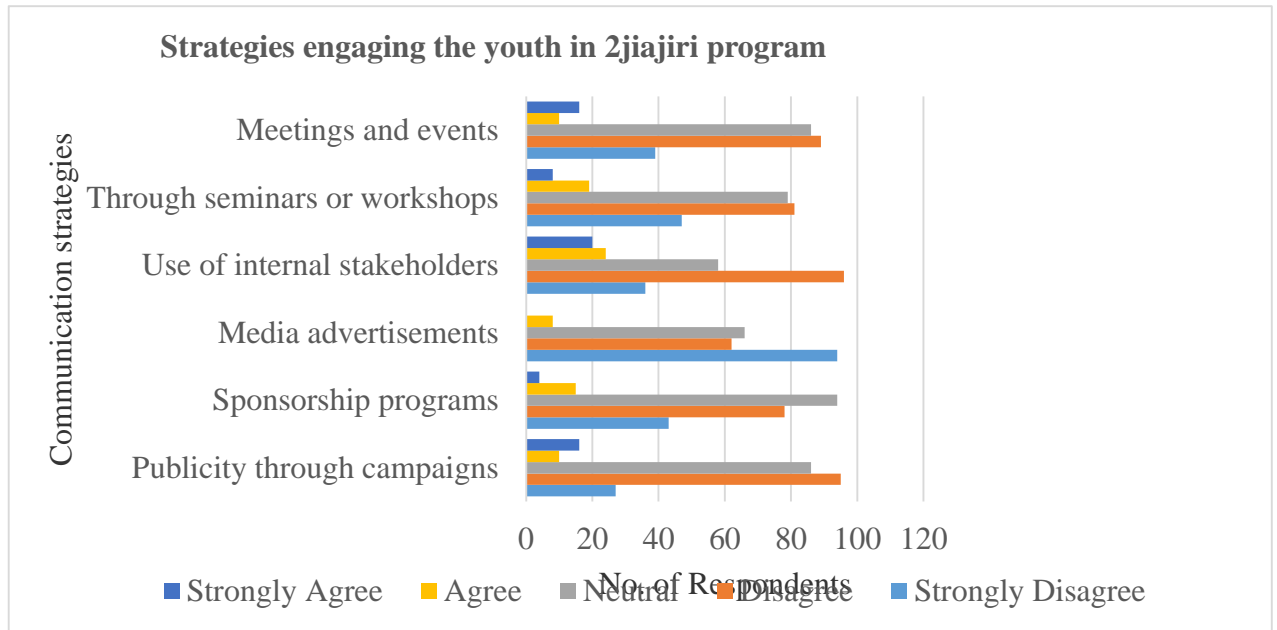
Source: Field Survey 2019

The study findings reveal that a considerable majority 37.61% indicated that KCB does not communicate about its *2jiajiri* programme completely. Further, 30.77%, 16.67%, 13.25% and 1.70% of the respondents indicated that the bank does its communication yearly, monthly, weekly and daily respectively (Figure 4.2). It was evident that the bank does not consistently and frequently communicate *2jiajiri* thus increasing awareness. This is in line with Capriotti & Moreno, (2007) stating that corporations should communicate to their stakeholders regularly about their CSR initiatives and impacts regularly.

The study further, sought to assess the communication strategies used by the bank to communicate *2jiajiri* programme among respondents. The responses were indicated to show level of agreement of the appropriateness of communication strategies in the figure

4.3 in a scale of 1-5 on which 1=Strongly Agree, 2=Agree, 3=Neutral, 4= Disagree, 5=Strongly Disagree.

Figure 3: Communication Strategies Engaging the Youth



Source: Field Survey 2019

The study in (Figure 4.3) reveals that respondents disagreed that the use internal stakeholders, campaigns, interactive meetings and workshops to inform the youth about the programme were appropriately used whereby majority of the respondents disagreeing in each case with 96, 95, 89 and 81 respectively. The study further, reveals that (94) respondents were neutral that the bank’s sponsorship of youth in various institutions and businesses was appropriate. Lastly, (94) respondents strongly disagreed that media advertisements were appropriately used as a communication strategy to inform them about the program. This means that the communication strategies used by the bank are somehow appropriate since majority are able to recognise them.

This finding was corroborated by data collected from in depth interviews with local leaders, officers from Kamukunji Juakali Association official and from Social Development and Youth Affairs office in Kamukunji Sub County. However, Respondent A stated that he is not aware of any the communication strategies employed by the bank to create awareness about *2jiajiri* programme to youth. Therefore, this is the response:

“If there is any communication strategies used by the Kenya Commercial Bank in its communication of 2jiajiri programme, they must be inappropriate since I am not aware of the programme.”(Respondent A, August 2019)

According to respondent D, the use of bank staff, sponsorship, public meetings and events to inform stakeholders about the programme. The findings established that these communication strategies were convenient and appropriate since stakeholders were informed about the programme.

“The use of Kenya Commercial Bank employees, sponsorship programmes, public events and meetings to inform the youth on the progress of the programme was convenient and appropriate.” (Respondent D, August 2019)

Respondent E further noted that the use of branded merchandise such as T- shirts, caps and bags were also used to advertise about the programme thus creating awareness. This finding was supported by analysis from the Kenya Commercial Bank foundation website information:

“The Kenya Commercial Bank provides branded T-shirts, bags and caps for creating awareness of the 2jiajiri youth empowerment and job creation programme.” (Respondent E, August 2019)

Table 5: Time Length of Videos about 2jiajiri Programme in KCB Foundation Website

The study sought find out the time length of the recorded videos uploaded in the KCB website in table 4.3 and the findings were as follows:

Number of Videos	Time in minutes	Time in seconds
Video 1	6	34
Video 2	2	38
Video 3	11	17
Video 4	6	34
Video 5	10	15

Source: Field Survey 2019

The study findings indicate that there were recorded videos that demonstrated about the programme. The videos were 7 minutes and 18 seconds long averagely; with the longest being 11 minutes and 17 seconds while the shortest being 2 minutes and 38 seconds. The documentaries present how the programme has empowered youth in different sectors of the economy and what the youth requires in order to benefit from the programme while giving detailed information. This finding depicts that the use of videos to communicate about the programme is appropriate since it demonstrates through video and voice as it explains and shows how the programme has benefited the youth in the community.

Table 6: Size of Articles about *2jiajiri* Programme in KCB Website

Size of Articles	Number of Articles	Percentage (%)
¼ page	1	4.80
½ page	7	33.30
¾ page	11	52.40
Full page	2	9.50
Total	21	100.00

Source: Field Survey 2019

The majority of the articles published on the Kenya Commercial Bank website in (table 4.4) were ¾ page articles with 52.40%. Only 4.80% of the total articles were ¼ a page. This implied that most of articles that were published on the website had detailed information concerning *2jiajiri* programme. The larger the article or story the detailed it is thus satisfaction.

Table 7: Articles with Pictures about *2jiajiri* Programme in KCB Website

Number of Articles	Number of Pictures	Percentage (%)
3	3	14.29
5	2	23.81
13	1	61.90

Source: Field Survey 2019

Out of the total sampled articles in the Kenya Commercial Bank website 14.29% of the articles were accompanied by (3) pictures whereas 61.90% of the total articles (1) picture communicating about the programme (table 4.5). This finding implies that at least every article published in the website had a picture that demonstrated about *2jiajiri* empowerment programme.

Further findings from the KCB foundation website, the bank sponsored 2019 Kenya Music Festivals at Kabarak University and the Winners Concert at State House Nakuru under the Ministry of Education through its flagship with Ksh. 7 million. The plays, songs and poems performed during the festivals were rallying *2jiajiri* opportunities to youth. In the same article, KCB Foundation Managing Director Jane Mwangi expressed that; “*Sponsoring Kenya Music Festivals was an opportunity to educate youth on what 2jiajiri seeks to address.*” This is therefore, an implication that the festival event was sponsored by the bank to increase its awareness of the programme to youth.

Study findings also established that the bank has partnered with other organisations such as Master Card Foundation, Naivas and Turskeys supermarkets, Toyota Kenya, Bidco Africa, Gearbox, East African Portland Company, International Finance Corporation and Eastland College of Science and Technology, some county governments and many others to benefit youth from technical, financial and entrepreneurial skills. These has provided youth with technical training in Micro and Small Enterprises in agriculture, manufacturing and construction in Kenya and also increasing stakeholders’ the level of awareness about *2jiajiri* programme.

Findings from the website revealed that KCB had meetings with its stakeholders to discuss how *2jiajiri* programme will support young people with disabilities at the same time increasing awareness of the programme to youth. In addition, study findings indicated that KCB communicates extensively to youth about the programme through annual reports. The two publications include; “Winning Tomorrow: Celebrating a decade of diversity” and “Towards Inclusive Progress 2018 Annual Report.” The publications

explain the events about the programme. This is evident that there is proper communication of *2jiajiri* programme to youth.

Table 8: Size of Pictures about *2jiajiri* Programme in the KCB Foundation Website

Size of Pictures	Number of Pictures	Percentage (%)
¼ page	3	14.29
½ page	18	85.71
Total	21	100.00

Source: Field Survey 2019

Study findings also established that uploaded in KCB foundation website for access about *2jiajiri* programme by youth and other stakeholders were pictures with information in regard to *2jiajiri* programme (table 4.6). The pictures uploaded in the website showed the bank employees, youth and other stakeholders participating in various events or meetings concerning the programme. From the findings, 85.71% of the total stories were ½ page and the rest were ¼ page. This is an implication that pictures used in the articles published were appropriately used to provide comprehensive communication about the programme to youth.

From the above findings and responses therefore, it KCB foundation has various strategies of communication for creating and increasing awareness about *2jiajiri* programme. Further, videos, meetings, sponsoring of events, exhibitions, social media, reports, mentorship forums and scholarships were appropriately used as the communication strategies by KCB to communicate or demonstrate about the programme to youth.

The researcher further, sought to rate how the communication strategies in table 4.4 are used by KCB to communicate about the program to youth. Therefore, the response was rated in a scale of 1-5 on which 1=Strongly Agree, 2=Agree, 3=Neutral, 4= Disagree, 5=Strongly Disagree.

Table 9: Rating the Communication Strategies

Statement	No of Respondents				
	1	2	3	4	5
Youth's involvement and participation in the communication about <i>2jiajiri</i> programme.	31	39	133	27	4
KCB gives feedback to youth concerning <i>2jiajiri</i> programme	16	48	141	21	8
The communication among the youth is interactive	12	44	91	79	8
Strategies for communicating the programme are appropriate	16	31	35	59	93
I have access to information of all the bank's CSR activities	11	40	31	67	85
KCB should improve its communication strategy on <i>2jiajiri</i>	134	48	40	4	8

Source: Field Survey 2019

The study in (Table 4.8) reveals that most of the youth in Pumwani are neutral whether KCB involves youth in the communication of *2jiajiri* programme; there is feedback from the bank about the programme and also whether its communication among the youth is interactive with 133, 141 and 91 number of respondents respectively. Those that strongly agreed that KCB should improve its communication strategies were (134) respondents. Lastly, the majority of the respondents who strongly disagreed that the communication strategies used were inappropriate and that youth access information about *2jiajiri* programme were (93) and (85) respectively.

However, analysis from in-depth interviews established that there is a need to improve the communication strategies used by KCB to inform the youth about the programme thus increasing awareness. The bank should involve the youth in its communication about *2jiajiri* programme since they have wider network and they can seek for more information about the programme once they are involved in its communication. This corroborates findings in table 4.8 whereby a small number of respondents reported that youth were involved in the communication about the program. Local leaders should also be involved to pass information about *2jiajiri* programme since they are closer to youth. This was mainly attributed due to use of inappropriate communication strategies in the communication of *2jiajiri* programme. Below are the responses from the respondents A and B:

“Kenya Commercial Bank should utilise diverse communication strategies for instance involving the youth and local leaders, use of road shows and campaigns in their communication due to wider network among themselves.” (Respondent A and B, August 2019)

According to the Kenya Commercial Bank foundation website, the communication strategies used are appropriate. Youth are involved in the communication through mentorship programs, sponsoring arts (music festivals) and public workshops or events where youth attend and interact with bank employees.

4.4 Youth’s Level of Awareness about *2jiajiri* Youth Empowerment Programme

Level of awareness of a given programme determines whether that programme or an organisation is or not familiar to the public. This depends on the amount of information the public has on organisations’ activities and the extent to which the activity is known

within the community. The study sought to seek the level of awareness of *2jiajiri* programme among the youth in Pumwani.

Table 10: Level of Awareness

Level of Awareness	Frequency (N)	Percentage (%)
Not aware	92	39.32
Slightly aware	54	23.08
Somewhat aware	28	11.96
Moderately aware	32	13.68
Extremely aware	28	11.96
Total	234	100.00

Source: Field Survey 2019

A considerable majority of the respondents 39.32% were not aware while 11.96% were extremely aware of the KCB’s *2jiajiri* programme (Table 4. 9). Findings depict that a good number of the youth in Pumwani ward are not aware while the least number of respondents reported to be extremely aware of the *2jiajiri* empowerment programme. It is evident that *2jiajiri* programme is not familiar to youth in Pumwani ward due to inappropriate communication thus low level of awareness. Further, respondent A mentioned that he is totally not aware of the programme within community:

“I am not aware of the initiative personally although there are many institutions and sponsors funding our youth groups in Majengo and other sub locations.” (Respondent A, August 2019)

Although, findings from respondents’ B and C in interviews affirmed that there is low level of awareness about *2jiajiri* programme in Pumwani:

“There is very low awareness about 2jiajiri youth empowerment and job creation programme to youth since Kenya Commercial Bank is

*not in partnership with the social development department.”
(Respondents B and C, August 2019)*

Research findings further, affirmed that there is high awareness about the programme. Bank employees provide information during workshops and seminars within the community concerning the programme. However, the study found that most of the youth have no interest while others have less interest in seeking more information about *2jiajiri* programme. This finding could be attributed due to lack of involvement of youth in the communication of *2jiajiri* programme. Accordingly, the researcher found that the bank has heavily invested in advertisements thus high awareness level. Respondents D noted that:

“There is much level of awareness of the 2jiajiri empowerment programme among youth in Maziwa sub location since Kenya Commercial Bank staff hold meetings with the youth about the programme within this ward.” (Respondent D, August 2019)

Interview with the Kamukunji Juakali Association secretary general, the study further established that youth’s level of awareness of *2jiajiri* programme in this area is high since 98% of youth in the Juakali sector are aware of *2jiajiri* programme. He further stated that even their office is branded by Kenya Commercial Bank using their identity. This finding affirms that Kenya Commercial Bank communicates about the program to the youth in Pumwani despite the fact that the most of them are not aware about it. This implies that the communication about the programme is inappropriate. Diverse forms of communication and strategies therefore, should be considered in order to raise awareness about the programme amongst the youth.

Table 11: Information about 2jiajiri Youth Empowerment Programme

Response	Frequency (N)	Percentage (%)
Yes	97	41.45
No	137	58.55
Total	234	100.00

Source: Field Survey 2019

Out of the total number of respondents 41.45% have heard of *2jiajiri* programme whereas 58.55% have a contrary opinion (Table 4.10). The results depict that Kenya Commercial Bank has not fully communicated the programme to the youth. This implied that the bank does not engage the youth in its communication about the programme thus low awareness. Further, respondent A in an interview indicated that: *“I have no idea about 2jiajiri programme and I don’t think other sub chiefs also have any information because we do work together.”* (Respondent A, August, 2019)

There is need for KCB to improve its communication of *2jiajiri* programme to youth thus creating awareness. This can help the company to have full support from the youth thus meeting its economic objectives while building good image. Godfrey (2005) holds that proper communication of corporate philanthropy to stakeholders promotes reputation. However, out of the 58.55% of the respondents who noted that they have never heard of any information concerning *2jiajiri* programme, 73.60% indicated that they have never tried to seek any information in regard to the bank’s corporate social responsibility programmes while 26.40% indicates that they have attempted to seek the information. This is evident that there is adequate communication of *2jiajiri* programme to youth.

Further, on the kind of information received in regard to *2jiajiri* programme, findings from participants’ D and E established in an interview that they were aware how *2jiajiri* programme has linked some youth to job and business opportunities in different companies. Below is what the respondents cited:

“It provides scholarships to youth to join various vocational training institutions to gain training skills.” Further, “It empowers youth by improving their businesses from informal to formal sector through grants thus improving their living standards.” (Respondents D and E, August 2019)

In addition, participants’ F cited that:

“I have had how 2jiajiri youth empowerment programme enrolls untrained youth to various institutions for training and also linking them to job opportunities in various sectors of the economy.” (Respondent F, August 2019)

This implied that few youth were aware of the existence of *2jiajiri* programme. Findings unveiled that few youth have heard about *2jiajiri* programme due to inappropriate communication strategies. Capriotti & Moreno (2007) asserts that corporate social responsibility initiatives should be communicated to stakeholders by identifying the stakeholders and the communication style. This will increase the level of awareness of the programme to youth in the community.

Table 12: Beneficiaries of *2jiajiri* Youth Empowerment Programme

Category	Frequency (N)	Percentage (%)
Yes	214	91.45
No	20	8.55
Total	234	100.00

Source: Field Survey 2019

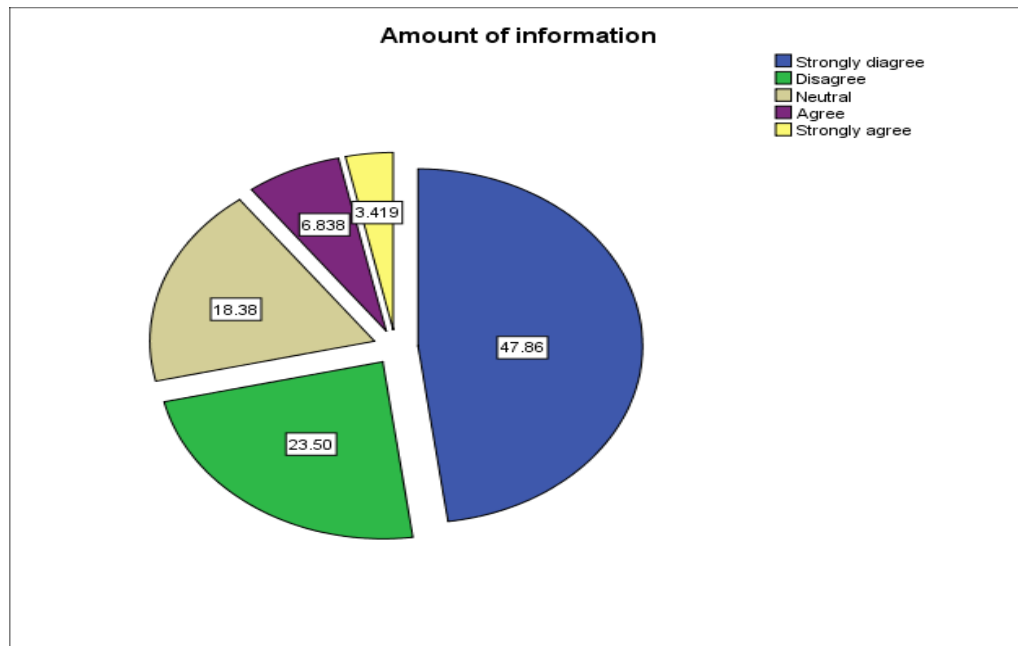
The study further, affirm that a considerable majority 91.45% of the total respondents were not beneficiaries whereas 8.55% were beneficiaries (table 4.11). This implies that the bank has not reached the majority of the youth in Pumwani ward through the programme yet they are the target group by the programme. This indicates that there is low awareness of the programme amongst the youth. The implication of this finding is that the more the number of beneficiaries, the high level of awareness about *2jiajiri* programme among the youth. There is low level of awareness about *2jiajiri* empowerment programme due to least number of beneficiaries of the programme.

4.5 Perceptions of KCB's *2jiajiri* Youth Empowerment Programme Communication

Satisfying stakeholders in the communication of corporate social responsibility activities will enable the company to get their support and develop good relationship with them. Companies should inform and engage their stakeholders on various social responsibility activities they are implementing so that they can feel part of the company.

Therefore, the study sought to investigate on the perception and satisfaction of the communication of Kenya Commercial Bank's social responsibility programmes, the amount of information given to them and also whether the communication meet their needs and interests.

Figure 4: Amount of Information Communicated to Youth



Source: Field Survey 2019

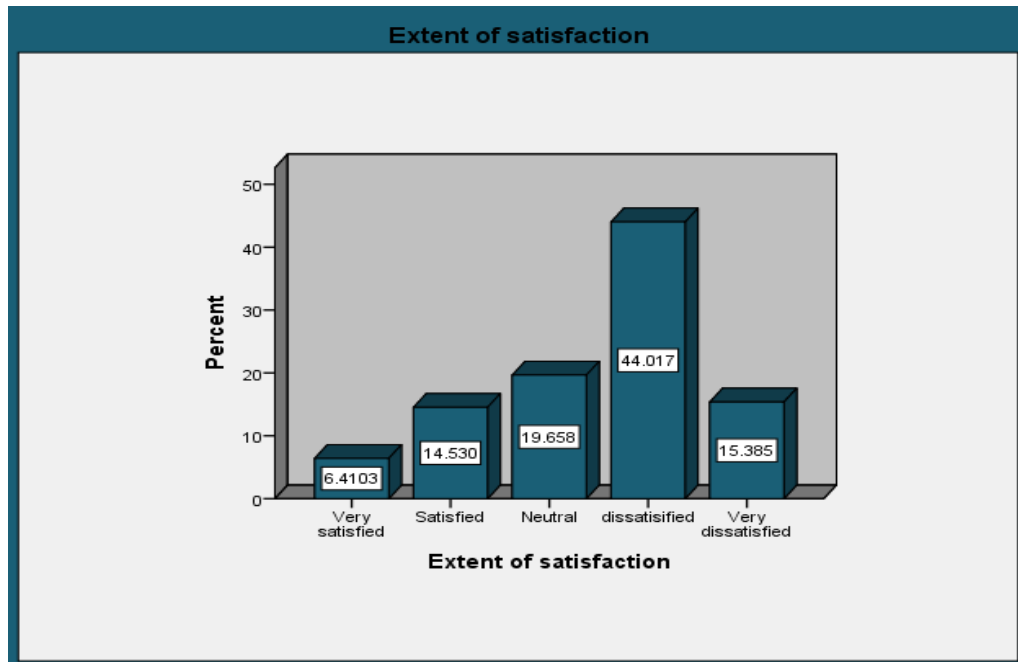
From the findings presented in (figure 4.4), the majority 47.86% of the respondents strongly disagreed there is enough information from KCB concerning *2jiajiri* programme. This was in line with the response from three key informants who mentioned in an interview that there was adequate information concerning the programme since most of the youth in the community were not aware of it. The study suggested there is need for proper and enough communication in order to avoid confusion and also to raise level awareness. Youth may ignore information whenever there is lack of proper communication and more especially when information comes from unreliable source: *“Information given to youth about the initiative must be adequate. We deal with youth groups but I have never heard of the programme.” (Respondent F, August 2019)*

Further findings revealed that there was enough information concerning *2jiajiri* programme. It also revealed that the youth does not look for more information about the

programme despite the fact that there are many advertisements and information about *2jiajiri* programme:

“There is enough information to the youth concerning the programme. We try to mobilise youth through our village elders but they do not show up thus missing such important information.”
(Respondent F, August 2019)

Figure 5: Extent of Satisfaction with the Communication about *2jiajiri* Programme



Source: Field Survey 2019

Most youth are not satisfied with the communication from KCB about *2jiajiri* empowerment programme. The bank communicates less about the programme and least involve youth in their communication despite the fact that they are targeted by the programme. This is evident from the findings in (figure 4.5) whereby 44.02%, 19.65%, 15.39%, 14.53% and lastly, 6.41% were dissatisfied; neutral, very dissatisfied, satisfied and very satisfied with KCB’s communication about the programme. This implied that

the majority of the respondents are neither satisfied with the communication about the programme.

This finding was corroborated by data from interviews which established that the amount of information about the programme is inadequate. The study established that meetings or events should be organised with youth about the programme and also use agents based in the community thus creating awareness. Below are the expressions from participants A and B:

*“KCB does not involve the youth in their communication of 2jiajiri”
Further; “Communication about the program is insufficient and the bank needs to have agents based in the community for consultation.” (Respondent A and B, August 2019)*

However, the researcher established from the Kenya Commercial Bank foundation website that youth were involved in the communication of the programme in the Kenya Music Festivals, in events organised by the banks and in mentorship forums. Further findings indicated that there was proper communication of 2jiajiri programme since bank employees interacted with the youth informing them about the programme. Below is an expression from respondent G in an interview:

*“The communication by the Kenya Commercial Bank is positive and enough since the bank staff are given authority to interact with juakali guys concerning 2jiajiri youth empowerment initiative.”
(Respondent G, August 2019)*

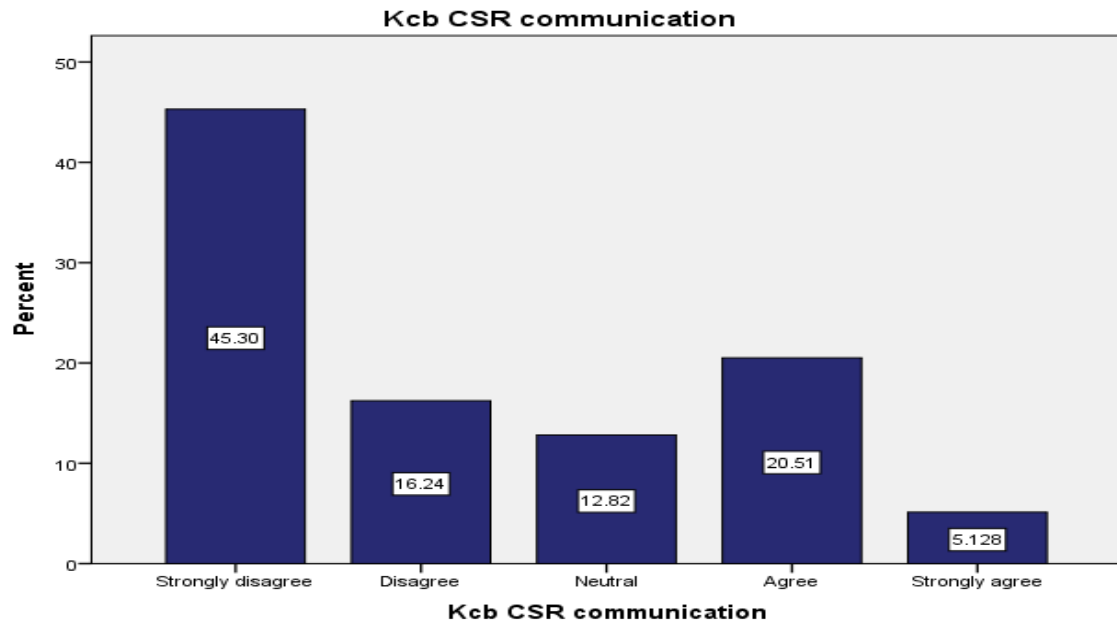
Table 13: KCB's Approach of Communication about *2jijiri* Programme

Response	Frequency (N)	Percentage (%)
True	98	41.88
False	136	58.12
Total	234	100.00

Source: Field Survey 2019

On the approach of communication used by Kenya Commercial Bank to inform or engage the youth about *2jijiri* programme, the majority 58.12% of the respondents indicated it is false that the approach is appropriate whereas 41.88% indicated that it is true that the communication approach used is inappropriate (Table 4.12). This implied that Kenya Commercial Bank has inappropriate communication approach to the youth about the programme. This means that the strategies used for communication about the programme are not clear to most of the youth thus lack of clear information about the programme. Dawkins (2004) reinforce the finding that appropriate corporate social responsibility communication depends on a clear approach of communication which should deliver messages to different stakeholders of a company.

Figure 6: Communication of *2jijiri* Programme Meets Youth’s Needs



Source: Field Survey 2019

Findings reveal that 45.30%, 20.5%, 16.24%, 12.82% and 5.13% of the respondents strongly disagreed, agreed, disagreed, and indicated to be neutral and lastly, strongly agreed respectively that the communication by Kenya Commercial Bank about *2jijiri* empowerment programme meets their needs and interests (Figure 4.6). This implied that most of the youth in Pumwani may not seek for Kenya Commercial Bank’s social responsibility activities’ information if it cannot address their needs. However, the respondents who agreed that the communication meets their needs may be among those who already benefited or are benefiting from the programme. One can only be interested to a given initiative if it addresses his or her needs. This finding may be attributed to lack of youth involvement and insufficient information concerning the programme to youth in the community.

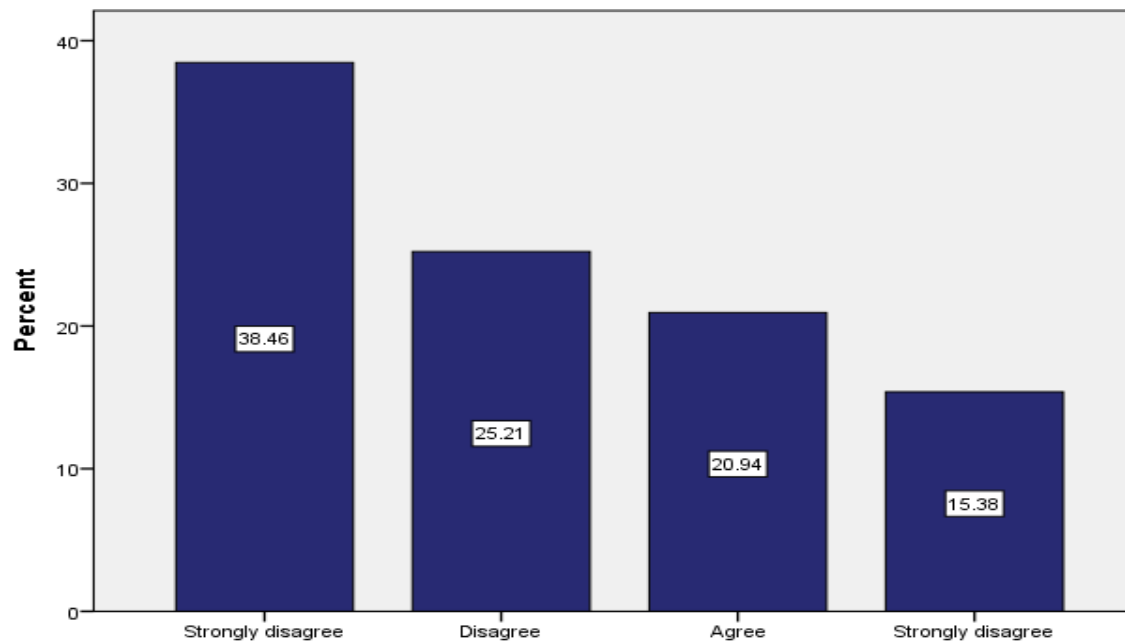
Table 14: Consistency of Communication of *2jiajiri* Programme to Youth

Category	Frequency (N)	Percentage (%)
True	56	23.93
False	178	76.07
Total	234	100.00

Source: Field Survey 2019

The researcher sought to find out the consistency of communication about *2jiajiri* youth empowerment and job creation programme between the youth and Kenya Commercial Bank (Table 4.13). Therefore, the majority, 76.07% of the total respondents indicated that it is false whereas 23.93% indicated that it is true that there is consistency in the communication about Kenya Commercial Bank's *2jiajiri* youth empowerment and job creation programme. This implied that the youth are not aware of *2jiajiri* youth empowerment and job creation programme. The level of awareness increases when there is constant communication. For instance, the awareness level of *2jiajiri* youth empowerment and job creation programme could be high if only there was consistency communication to youth. The results depict that communication about the Kenya commercial Bank's *2jiajiri* youth empowerment and job creation programme varies from time to time and the youth may not be able to understand how the programme operates thus low level of awareness of the programme to the youth. These findings are contrary to Birth et al (2008) who holds that regular communication of corporate social responsibility activities promotes and strengthens the relationship between the organisation and its stakeholders while generating value.

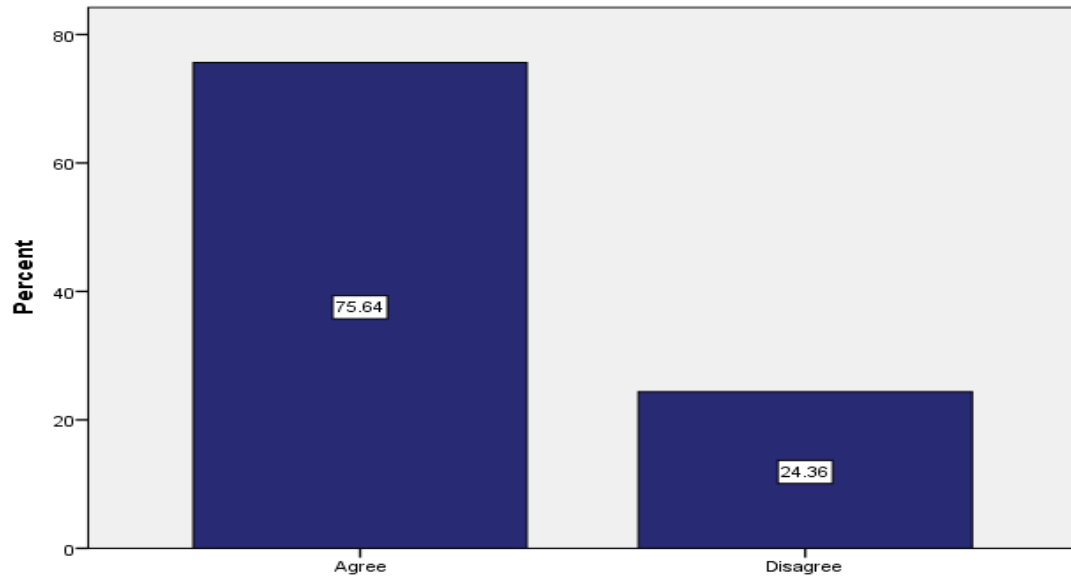
Figure 7: Reliability of Information Concerning KCB's *2jijiri* Programme



Source: Field Survey 2019

On the reliability of the information received concerning KCB's *2jijiri* youth empowerment programme, the study findings indicated that 38.46%, 25.21%, 20.94% and 15.38% strongly disagreed, disagreed, agreed, and strongly agreed respectively that the information they received concerning the programme from the bank is reliable (Figure 4.7). This implied that the dissemination of information among the youth in society concerning *2jijiri* programme is not reliable and inadequate. It means the information about *2jijiri* programme comes from unreliable sources thus lack of interest and negative perception towards it. This is in line with assertions from Ali et al (2015) which states that social media use in corporate social responsibility communication can give negative information in the organisations' social media platforms through other stakeholders. Further, Michael et al (1996) states that when the information is from credible sources, then there is a likelihood that stakeholders will accept it.

Figure 8: Improving Communication about *2jiajiri* Youth Programme



Source: Field Survey 2019

The study found that 75.64% of the respondents thus the majority agreed that there was need for Kenya Commercial Bank to improve the communication about *2jiajiri* programme while 24.36% disagreed (Table 4.10). From the findings, it is evident that the bank's communication concerning the programme is insufficient hence negative perception and low level of awareness. This was attributed due to the use of inaccessible channels and strategies to communicate the programme to the youth. The inaccessible strategies include; uploading videos and documentaries in the bank's website which requires one to use a lot of bundles to watch the video or download the publications in the website. Kenya Commercial Bank can create a positive relationship or perceptions to youth in the community by doing sufficient and comprehensive communication about *2jiajiri* youth empowerment programme using accessible strategies by youth due to low economic status. This finding agrees with L'Etang (2006) that proper communication can be used as a tool that stabilises the interests of organisations and their stakeholders' thus

positive relationship. The bank should make sure that its communication reaches every youth in the community it operates and this can only be achieved through the use of appropriate communication strategies.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Overview

This chapter presents the summary of the findings, conclusions and recommendations of the study. It further, provides suggestions for further research based on the conclusion of the study findings.

5.1 Summary of the Findings

This study sought to investigate the communication of *2jiajiri* programme to youth in Pumwani ward. The study was guided by situational theory of publics. Descriptive survey design and a mixed research approach were employed to obtain data of the study. It was evident that KCB communicates its *2jiajiri* programme to the youth in the community through seminars, meetings, mentorship forums, public workshops, bank staff and social media but still the majority of the youth in the community are not informed about the programme. Lack of awareness of the programme is due to use of inappropriate communication strategies to communicate about the programme to youth in the community.

Key informants and youth in registered youth groups in Pumwani ward were studied to provide information in order to assess the communication strategies used to engage youth about Kenya Commercial Bank's *2jiajiri* programme, to determine the youth's level of awareness about Kenya Commercial Bank's *2jiajiri* programme and to establish the

perceptions of the youth on the communication of Kenya Commercial Bank's *2jiajiri* youth empowerment programme.

5.1.1 Communication Strategies used to Engage Youth about *2jiajiri* Programme

The study established that the use of sponsorships programmes, mentorship forums, exhibitions, public workshops, events, documentaries or videos, meetings, branded merchandises, reports and bank employees as communication strategies used to create awareness about *2jiajiri* programme were appropriate and convenient. Two participants in an interview also articulated that the use of seminars, meetings and employees as communication strategies about the programme were appropriate. Recorded videos give the youth detailed information. However, there is need for using Integrated Marketing Communication (IMC) approach thus refining its communication about the programmes to youth in the community. This finding complements findings from questionnaires.

Research findings affirmed that the majority of the respondents, 37.61% indicated that Kenya Commercial Bank does not communicate about the programme whereas 30.77% and 1.70% of the total respondents also reported that the communication is done yearly and daily respectively. This is evidence that there was little communication about the programme within the community thus low level of awareness. This implied that youth does not access the strategies preferred by KCB to communicate about *2jiajiri* programme thus low level of awareness. It further, implied that the bank does not regularly communicate the programme to youth hence the communication strategies are inappropriate thus low level of awareness. According to Capriotti & Moreno (2007) regular communication of CSR programmes increases the level of awareness.

Further, on the communication strategies, (133) respondents neither agree nor disagree that youth were being involved in the communication of *2jiajiri* programme. Neither do they agree nor disagree that the bank gives feedback concerning the programme and whether they interact with the youth as they communicate the programme as reported by (141) and (91) respondents respectively. This implied that youth were not involved in the communication of *2jiajiri* programme. According to the situational theory of publics, higher levels of involvement make stakeholders to be more active in seeking for CSR information thus interacting (Grunig 1989).

Further, findings noted that (134) respondents thus the majority were strongly in agreement that KCB should improve how it uses its communication strategies to communicate to youth about *2jiajiri* youth programme. Further, (93) respondents also disagreed strongly that the communication strategies used by the bank are ineffective. Findings from the study also noted that (94) respondents thus majority strongly disagreed that media advertisements were used to publicise the programme. However, the study established that the majority of the respondents (94) neither agree nor disagree that sponsorship programmes are used to increase the awareness level of the programme to youth. Finally, (85) respondents thus the majority also disagreed strongly that they normally have access to information concerning *2jiajiri* programme. This finding implied that the communication strategies used were inappropriate in creating awareness about the program to the youth. Bronn & Vrioni (2001) also holds that firms should communicate their CSR to involved stakeholders in a planned and responsible manner.

5.1.2 Youth's Level of Awareness of *2jiajiri* Youth Empowerment Programme

The study established that only 11.96% of the respondents reported to be extremely aware of Kenya Commercial Bank's *2jiajiri* programme. The study also found that, 23.08% of the respondents and one key informant were slightly aware of the programme while whereas 39.32% of the respondents thus the majority and four key informants affirmed that they were not aware of the programme. From the study findings, the majority of youth do not have any information about *2jiajiri* programme thus low level of awareness. This implied that there is insufficient communication about the programme. Alsop (2005) reinforces these findings that stakeholders' level of awareness on corporate social responsibility activities is reduced whenever there is lack of enough communication.

Study findings further, affirm that the majority of the youth 73.60% have never attempted to seek any of the bank's *2jiajiri* programme or any other corporate social responsibility activities. This implies that Kenya Commercial Bank do not involve the youth in the communication on *2jiajiri* youth empowerment programme. Since people usually seek for information addressing their needs for instance information to do with programmes that improve their living standards, the bank may be does not communicate detailed information about *2jiajiri* so that the youth can understand how the programme meets their needs thus pushing youth to seek for more information about it. This may be the reason as to why they cannot get motivated to look for more information. This finding is contrary to the situational theory of publics which states that publics look for information on a given issue or organisation once they are highly involved. The theory further,

assumes that stakeholders will only pay attention and seek for information that interests them (Illia, 2013).

Study findings established that a considerable majority of the youth in youth groups 91.45% were not beneficiaries from *2jiajiri* programme whereas only 8.55% of the respondents were beneficiaries of the *2jiajiri* programme. This means that only a few of the youth are aware of the programme since majority of them are not beneficiaries. Despite the fact that Kenya Commercial Bank is targeting unskilled youth in the community with an aim of empowering them, it has not covered a larger percentage thus low level of awareness. This is evident from the findings since the majority of the respondents in youth groups were not beneficiaries of the programme.

5.1.3 Perceptions of the Youth on the Communication of *2jiajiri* Programme

The study established that there was adequate communication about the programme since most of the youth in the community are not aware of it while others are dissatisfied with the communication. This was after 47.86% of the respondents strongly disagreed that there was enough communication about *2jiajiri* empowerment programme among youth. Further findings from key informants established that much has not been done in terms providing detailed information about the programme to the youth. Some findings however, established that the communication of *2jiajiri* programme by the bank is adequate, helpful, and it is done regularly thus raising awareness.

The findings revealed that the approach of communication used by KCB to engage the youth about *2jiajiri* programme is not appropriate since 58.12% of the respondents affirmed that the communication approach is inappropriate. Further findings indicated

that information received concerning *2jiajiri* programme is not reliable since majority of the respondents 38.46 %, strongly disagreed that the information is reliable (Figure 4.6). Michael et al., (1996) holds that there is a possibility of stakeholders accepting information that comes from a credible source. This finding helps the researcher to understand why certain publics are active or passive when searching for information about something according to the situational theory (Illia, 2013).

In terms of satisfaction of the communication of *2jiajiri* youth empowerment programme, only 6.41% of the respondents affirmed that they were satisfied with the way the bank communicates about *2jiajiri* programme whereas 44.02% were dissatisfied with the communication of the programme. However, the researcher found that some key informants were satisfied and complement the communication of *2jiajiri* youth empowerment programme since the bank employees come to the community to interact with youth concerning the programme.

Lastly, findings indicate that the majority of the respondents thus 76.07% are in denial that there is constant communication about the programme between the youth and the bank. The findings depict that its communication about the programme varies from time to time. This means that the youth may not rely on the information. The findings are in concurrence with Birth et al (2008)'s statement that regular communication of corporate social responsibility activities promotes and strengthens the relationships between the organisation and its stakeholders.

Situational theory was relevant to the findings since the study established the communication strategies used in the communication of the bank's programme. It further

guided the study to establish the perceptions of the youth towards the communication of *2jiajiri* youth empowerment programme and the level of awareness.

5.2 Conclusion

The study concludes that the use of mentorship forums, bank employees, sponsorship programmes, public workshops, meetings and events, social media and media advertisements as some of the communication strategies used to inform youth about *2jiajiri* programme were appropriate. This is because of the various communication strategies used to inform youth about the programme. The study established that youth were able to recognise some of the communication strategies used to communicate the programme. The youth are also involved in creating awareness about the programme in mentorship programmes, in arts and in sponsorships.

The study concludes that there was low level of awareness of Kenya Commercial Bank's *2jiajiri* youth empowerment programme among the youth and within the community. It was evident that there was little communication or publicity about the programme in Pumwani ward. This is because 39.32% of the respondents reported that they are not aware while 11.96% of the respondents reported to be extremely aware of the program. Conclusion from findings from key informants is that information about the programme is little.

Further, the study concludes that there is inadequate communication of KCB's *2jiajiri* programme among the youth in the community. This is because 47.86% of the respondents strongly disagreed that there was enough communication about *2jiajiri* programme among youth. Only two key informants confirmed that the communication

about *2jiajiri* programme was adequate. The bank has not provided detailed or enough information about the programme to youth in Pumwani ward. However, some findings also showed that the communication of *2jiajiri* programme by the KCB was adequate, helpful, and it was done regularly thus raising awareness.

The study concludes that communication strategies used by KCB to inform youth concerning *2jiajiri* empowerment programme were adequate. Youth are involved in the participation of communication process of *2jiajiri* programme. However, youth involvement and participation will lead to faster spread of information since they have a wider network. Involving youth in the communication assists the bank to build its credibility of the programme (Morsing et al., 2008).

Based on the findings, respondents noted that KCB rarely communicates to the youth about *2jiajiri* empowerment programme. This is evident since a considerably majority of the respondents 76.07 % indicated that there was no constant communication about the programme to youth in Pumwani ward. Further, the study concludes that the information youth do receive about the programme was not reliable since 38.46% strongly disagreed that the information about the programme was reliable. Michael et al (1996), asserts that information can be accepted if only it comes from a reliable and credible source.

Eventually, the study concludes that the communication approach used by KCB to inform youth about *2jiajiri* programme was inappropriate and therefore, Integrated Marketing Communication (IMC) approach ought to be utilised in order to communicate adequate and reliable information.

5.3 Recommendations

Based on the findings of the study, the researcher recommends that;

Kenya Commercial Bank should appropriately utilise alternative communication strategies like engaging local leaders and youth leaders to mobilise youth to attend *barazas* where they can find more information about *2jiajiri* programme apart from the use of campaigns, uploading information in the website, reports, sponsorships programmes, meetings, bank employees and branded merchandises to increase level of awareness about the programme to youth.

The bank should increase the level of awareness of *2jiajiri* youth empowerment programme to youth in the community. This can be done through providing sufficient information about *2jiajiri* programme, involving the youth in the communication of the programme since they have a wider network and also by doing a lot of publicity about the programme.

There is need for Kenya Commercial Bank to ensure there is adequate and constant communication about *2jiajiri* youth empowerment programme to youth thus positive perceptions. The bank should also have a reliable corporate social responsibility social media account or page that allows youth to directly communicate and engage with the corporate social responsibility managers concerning the programme thus getting enough information about *2jiajiri* youth empowerment programme. There is need also for the bank to have an agent based within the community for consultation about corporate social responsibility programmes where the youth can be visiting for consultation or for more information.

5.4 Recommendations for Further Research

The study sought to investigate the communication of corporate social responsibility programmes to youth focusing on Kenya Commercial Banks's *2jiajiri* youth empowerment programme. The study was limited to Nairobi City County, Pumwani ward. The study used descriptive survey design.

The study therefore, recommends that a similar study should be conducted focusing on other counties using different methodology and methodology used in this study in order to compare its consistency and accuracy. The study should involve the employees in the communication department in order to provide an insight into different perspective in regard to the communication of its programmes.

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APPENDICES

APPENDIX I: QUESTIONNAIRE FOR YOUTH GROUPS

I am a student at the University of Nairobi, School of Journalism and I am required to submit a research project report as a requirement in course work assessment. Therefore, I am doing research on *Communicating Corporate Social Responsibility Programmes to Youth. The Case of Kenya Commercial Bank's 2jiajiri Youth Empowerment Programme*. The objective of this study is to investigate the communication of Kenya Commercial Bank's *2jiajiri* programme to youth. The information you give in this questionnaire will only be used for academic purposes and will be held confidential and therefore, you are requested to take part in this survey. However, your participation is voluntary. Finally, do not write your name or contact information anywhere in this questionnaire.

SECTION A: Demographic information

1. What is your gender?

a) Male [] b) Female [] c) Other

2. What is your age bracket?

a) 18-20 [] b) 21- 25 [] c) 26-30 [] d) 31-34 []

3. What is your highest level of education?

a) Primary [] b) Secondary [] c) Middle level College [] d) University []

SECTION B: Communication strategies the bank uses to engage youth about *2jiajiri* youth empowerment programme

4. How often do you get the communication from Kenya Commercial Bank concerning *2jiajiri* empowerment programme?

a) Daily [] b) Weekly [] c) Monthly [] d) Yearly [] e) Never []

5. Indicate the level of agreement on the communication strategies below that are used by the bank to engage or communicate to youth in the community about *2jiajiri* programme.

(Tick appropriately) 1= strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree.

Communication Strategies	1	2	3	4	5
Publicity through campaigns is one of the communication strategy used to communicate to youth about the programme.					
KCB use sponsorship programmes to create awareness about <i>2jiajiri</i> among the youth.					
Media advertisements are used by KCB to create awareness about the program.					
Bank employees provide youth with information about <i>2jiajiri</i> programme.					
KCB organizes seminars or workshops to engage youth about <i>2jiajiri</i> programme.					
Communication about <i>2jiajiri</i> program is done through meetings/events.					

6. On a scale of 1-5, please tick one that best describes your opinion on the statements below on the communication of *2jiajiri* youth empowerment by KCB to youth. 1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree. (Tick appropriately)

Communication process	1	2	3	4	5
Youth's involvement and participation in the communication about <i>2jiajiri</i> programme.					
KCB gives feedback concerning <i>2jiajiri</i> programme					
Communication about the programme among the youth is interactive.					
Communication strategies for communicating					

about the programme are appropriate.					
I have access to information on previous, current and future CSR activities.					
KCB should improve its communication strategy about the programme.					

SECTION C: Youths' level of awareness of *2jiajiri* youth empowerment programme

7. What is your level of awareness of KCB's *2jiajiri* youth empowerment programme?

(Please tick appropriately)

- a) Not aware [] b) Slightly aware [] c) Somewhat aware [] d) Moderately aware []
e) Extremely aware []

8. Have you ever received any information about KCB's *2jiajiri* youth empowerment programme?

- a) Yes [] b) No []

9. If yes, which kind of information? -----

10. If no, have you ever attempted to seek for any information about Kenya Commercial Bank's *2jiajiri* youth empowerment programme or any other CSR activities?

- a) Yes [] b) No []

11. Are you a beneficiary of *2jiajiri* youth empowerment and job creation programme?

- a) Yes [] b) No []

12. If yes, how have you benefitted from the programme?

.....
.....

SECTION D: Perceptions of youth on the communication of *2jiajiri* youth empowerment programme.

13. Indicate the level of agreement on whether the communication about *2jiajiri* youth empowerment among the youth is enough.

- a) Strongly disagree [] b) disagree [] e) neutral [] c) agree [] d) strongly agree []

14. To what extent are you satisfied with the communication of *2jiajiri* youth empowerment programme to youth?

- a) Very satisfied [] b) Satisfied [] c) Neutral [] d) Dissatisfied [] e) Very dissatisfied []

15. Kenya Commercial Bank's approach of communication to youth about *2jiajiri* programme is appropriate.

- a) True [] b) False []

16. Please indicate in the bracket whether KCB's communication about *2jiajiri* youth empowerment programme meet your information needs.

- a) Strongly disagree [] b) disagree [] c) neutral [] d) agree [] e) strongly agree []

17. There is constant communication to youth about KCB's youth empowerment programme.

- a) True [] b) False []

18. Information about *2jiajiri* youth empowerment and job creation programme from KCB is reliable.

- a) Strongly disagree [] b) disagree [] c) agree [] d) strongly agree []

19. Kenya Commercial Bank's communication about *2jiajiri* programme needs to be improved.

- a) Agree [] b) Disagree []

Thank you for your participation

APPENDIX II: KEY INFORMANTS' INTERVIEW SCHEDULE

1. Expound on the communication strategies used by KCB to create awareness about *2jiajiri* youth empowerment programme to the youth in Pumwani.
2. In your opinion how do KCB use its communication strategies to create awareness to youth about *2jiajiri* YEJCP in Pumwani?
3. How can you describe the level of awareness of the of KCB's *2jiajiri* youth empowerment programme to youth in the community?
4. Do you think the amount of information given to youth in the community concerning *2jiajiri* youth empowerment programme is enough? Explain.
5. In your opinion, do you think KCB involves youth in the communication of any information about *2jiajiri* programme in the community?
6. Describe the general communication of *2jiajiri* youth empowerment programme among the youth in the community.

APPENDIX III: CODE SHEET FOR CONTENT ANALYSIS

ARTICLES/ PHOTOS	SIZE OF ARTICLES AND PHOTOS ($\frac{1}{4}$ $\frac{1}{2}$, $\frac{3}{4}$ & 1 PAGES)				THEMES
	1/4	1/2	3/4	1	
1					
2					
3					
4					
5					
6					
7					
8					
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21					

TEXT VIDEOS	TIME LENGTH FOR VIDEOS			THEMES
	Hours	Minutes	Seconds	
Video 1				
Video 2				
Video 3				
Video 4				
Video 5				

APPENDIX IV: CERTIFICATE OF FIELDWORK



**UNIVERSITY OF NAIROBI
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SCHOOL OF JOURNALISM & MASS COMMUNICATION**

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REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 17/09/2018 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: KS0187651/2016

Name: KERAGE HESBON ONDICHU

Title: COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY TO EXTERNAL

STAKEHOLDERS: THE CASE OF KENYA COMMERCIAL BANK, KENTA LIMITED GROUP

DR. LEAH MUCHEMI
SUPERVISOR

[Signature]
SIGNATURE

11/10/2018
DATE

Dr Samuel Siringi
ASSOCIATE DIRECTOR

[Signature]
SIGNATURE

11/10/2018
DATE

Dr. Neth. Nethi
DIRECTOR

[Signature]
SIGNATURE/STAMP

15.10.18
DATE



APPENDIX V: LETTER FROM DEPUTY COUNTY COMMISSIONER



THE PRESIDENCY

MINISTRY OF INTERIOR AND COORDINATION OF NATIONAL GOVERNMENT

Telegram
Telephone: Nairobi
When replying please quote

DEPUTY COUNTY COMMISSIONER
KAMUKUNJI SUB-COUNTY
P.O. BOX 30124 - 00100
NAIROBI

Ref: No. KAM-D/ED/10/2 (135)

Date: 15th October, 2018

Assistant County Commissioners

KAMUKUNJI

RESEARCH AUTHORIZATION

Authority has been granted to Kerage Hesbon Ondicho to carry out research in Kamukunji Sub-County on "*Communication corporate social responsibility to external stakeholders: The Case of Kenya Commercial Bank, Kenya Limited Group*" for a period 29th October, 2018.

Attached is a copy of a letter from University of Nairobi for information.

Any assistance given to him will be highly appreciated.

G. Kamungi
G. K. KAMUNGI
For: DEPUTY COUNTY COMMISSIONER
KAMUKUNJI SUB-COUNTY



CC: County Commissioner
NAIROBI

Sub-County Director of Education
KAMUKUNJ SUB-COUNTY

APPENDIX VI: CERTIFICATE OF ORIGINALITY

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Nasir M. ...
20-11-2019

Mtshali
22-11-2019



APPENDIX VII: CERTIFICATE OF CORRECTIONS



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REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 01/11/2019 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50/87651/2016

Name: KERAGE HESBON ONDICHO

Title: COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY PROGRAMMES TO

YOUTH: THE CASE OF KENYA COMMERCIAL BANK'S 2JIKAJIRI YOUTH EMPOWERMENT PROGRAMME

Dr. Leah Mucheru
SUPERVISOR

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SIGNATURE

13/11/2019
DATE

Dr. Samuel Siringi
PROGRAMME COORDINATOR

[Signature]
SIGNATURE

27/11/2019
DATE

Prof. Ndetei Ndetei
DIRECTOR

[Signature]
SIGNATURE/STAMP

28.11.2019
DATE

