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# **School of Journalism and communication**

**Department of Public relation and  
strategicCommunication**

**Assessing EBS Television viewers Perception of  
the Practice of Corporate Social Responsibility  
in boosting Its Brand Image and reputation**

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**GSE/1976/14**

**October, 2024  
Addis Ababa, Ethiopia**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
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**October, 2024  
Addis Ababa, Ethiopia**

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## **ACRONYMS /ABBREVIATIONS**

CSR:	Corporate Social Responsibility
EBS:	Ethiopian Broadcasting Service
MNEs:	Multinational Enterprises
NGO'S:	Non-Governmental organizations
TNCs:	Trans-National Corporations
U.S.A.	United States of America

## ABSTRACT

*The study aims at Examining EBS Television viewers Perception of the Practice of Corporate Social Responsibility in boosting Its Brand Image and Reputation The research address how does the corporate social responsibility practices of EBS contribute to its brand image and reputation and how can the stake holders perceive it. This study uses Causal research design. The research uses stake holder and shareholder theories as a conceptual frame work. The population of this study is comprised of audiences of EBS, employees and selected management personnel. Participants were selected using a three stage multi-stage sampling technique. The study uses primary and secondary data. Primary data was collected using a semi-structured questionnaire and interview questions; the questionnaires were administered to selected employees and audiences of EBS. Quantitative data, that was collected, and analysed by the use of SPSS and presented through frequencies and percentages by using nominal measuring instruments. Based on the findings EBS Television's social responsibility and charitable activities create a different feeling among the audience, motivating them to perform charitable activities beyond weekly programs. The benefits of CSR for EBS Television include building trust of audiences, enhancing profitability, and gaining societal attention. CSR programs are also beneficial for promotion, advertising, and other companies using EBS, as well as generating increased income. And finally, the researcher conclude the study evaluates the benefits, problems, and practices of corporate social responsibility (CSR) in EBS television. The majority of respondents believe CSR is well applied at EBS, with the station primarily contributing to philanthropic activities like education, supporting poor people, and reuniting lost families. EBS implementing CSR practices to gain a competitive advantage and optimize profits. Society's and EBS stakeholders' perceptions of CSR practices have stabilized, with EBS actively participating in all aspects of CSR. EBS Television's social responsibility is defined as recognizing its duty to assist the community and fulfilling its expectation to stimulate and educate the community. This commitment to CSR has enhanced the station's reputation and brand acceptance. and recommendation like one of the purposes of establishing media institutions is to educate and empower society. If such activities of cooperation and mutual aid are widely implemented on the media, it is possible to stimulate the society and increase the value of cooperation is suggested by the researcher.*

**Key words:** Corporate social responsibility, brand image, reputation,

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background of the study

Corporate social responsibility is becoming the norm for an increasing number of businesses worldwide. With the intention of advancing environmental responsibility and public welfare, the concept of corporate social responsibility (CSR) became well-known in the older English-speaking world in the 1950s (Riabichenko, 2013). Businesses adhere to a set of moral norms known as corporate social responsibility in an effort to better society. In recent times, company executives have endeavoured to demonstrate how they can help companies attain both financial and social prosperity (Zaman, 2014). Due to the impact that corporate social responsibility initiatives have on local communities, authorities, staff members, clients, investors, and business partners, academics have become increasingly interested in CSR in recent years (Saxton, 2014).

Corporate social responsibility (CSR) has gained more global focus over the last three decades mainly due to globalization and because its scope incorporates globally salient issues like, global warming, corporate governance, sustainable development, and environment (Sharma & Kiran, 2012). CSR is defined as firms' obligations to protect and improve safety of the society currently as well as in the future by its different actions. It also generates balanced and sustainable benefits for the society where it operates (Cone, 2016). The concept of social responsibility was developed in the 1960s within the USA with the objective of making responsibilities beyond legal obligations (Cone, 2016). Accordingly, CSR goes beyond legal obligations to include moral aspects towards the community which they extract resources (Endede & Tavis, 2008).

According to Crowther & Aras (2008), corporate social responsibility has become a central concept in business reporting. Each business has a CSR policy in place and releases an annual report detailing its initiatives. According to multiple authors, it is possible to differentiate between corporate activity that complies with social responsibility standards and that which does not. There are two fascinating things to consider about this: First of all, even if the writers seem to understand the notion of social obligation, they cannot agree on the exact definition of it.

Various definitions have been developed. World business council for sustainable development defines corporate social responsibility (CSR) as “The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large” (Baker, 2008). The European Commission advocate CSR as “Being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing more into human capital, the environment and relations with stakeholders” (Zerk, 2006).

Large corporations have a significant impact on the economies of industrialized nations and have access to a wide range of aspects of these people' lives, thus it is more crucial than ever to establish regulators to make sure they behave in society's best interests (Viachos, 2009). Servas and Tamayo (2012) assert that the concept of social accountability originated from the organizations' conviction that a decrease in social development causes efflux and has an adverse effect on both foreign and domestic investment.

CSR is used because businesses are under pressure from both customers and governments to act more morally. As a result, businesses across a range of sectors are deciding to include corporate social responsibility (CSR) into their mission statements, corporate strategies, and core values. In addition, they are handling the conflicting interests of multiple stakeholders while adhering to labor and environmental regulations (Kashyap et al. 2006).

There have long been arguments for why companies should do more to promote societal welfare than just make profits, as this is their primary duty. It is believed that World War II was the catalyst for the development of the concept of social responsibility, which eventually led to the creation of the contemporary idea of Corporate Social Responsibility (CSR). But its significance wasn't fully recognized until the 1960s and beyond. The phrase "corporate social responsibility" (CSR) refers to a business's dedication to the community or society through the provision of social welfare and the prudent use of corporate resources in conjunction with the encouragement of economic growth that raises the standard of living for workers, their families, the neighbourhood, and society at large. Corporate social responsibility, as defined in Kotler and Lee's book (2005, p. 3), is the commitment to improving community well-being through voluntary business practices and corporate resource donations.

Fulck & Hoblich (2007) describe corporate social responsibility (CSR) as an organization's voluntarily chosen decision to go above and beyond the explicit and implicit duties imposed on it by society's expectations of conventional corporate behavior. According to N.V. Badi (2012), corporate social responsibility (CSR) refers to an organization's obligation to enhance society beyond the primary objective of profit maximization. According to the European Commission (2002), Friedman's 1962 classic economic critique of CSR, according to which a director of a firm has a sole responsibility to maximise profits for investors, sparked lively discussions. Proponents of corporate social responsibility (CSR) from all age groups argue that there is no better solution than for businesses to actively contribute to the welfare of their communities, given that businesses bear the majority of the blame for societal ills such as pollution, accidents, disease, and the loss of natural beauty. They further argue, on the basis of common sense, that since corporations are corporate citizens, or artificial individuals, they should genuinely contribute to the welfare of their fellow citizens.

Brand equity refers to “the marketing outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. In other words, consumer’s knowledge about a brand makes manufacturers/advertisers respond differently or adopt appropriately proficient measures for the marketing of the brand” (Ramachandran, 2010) Brand equity (BE) is a key marketing asset for companies because it can create a unique and needed tool for investigating the relationship between the firm and its stakeholders (Christodoulides & de Chernatony 2010). Another argument put forward by Trudel and Cotte (2009) is that consumers are more likely to pay higher prices for products and services from companies perceived as socially responsible. Brand equity is an added value that is created due to the brand name and knowing its dimensions can make a better understanding of the strengths and weaknesses of the brands in markets and it can make the comparison of a brand and its rivals easier.

Brands which have higher equity can get the customer’s preferences and tendencies and result in higher level of sale. Therefore, in order to have a strong brand, it is wise that the factors affecting the brand performance be evaluated more precisely (Ho & Merrilees, 2008). This is to say a firm’s CSR engagements have the potential of creating customer-based brand equity for the firm. According to Keller (1993; 2003) customer-based brand equity include the dimensions of brand awareness, perceived quality, brand image or association and brand loyalty. Moreover, CSR is often proposed as a means to build positive attitudes towards companies among their consumers, and thus, firms could benefit more from spending on CSR

activities if they understood the effect CSR can have on consumer behavior (Poolthong and Mandhachitara, 2009).

These and similar justifications for corporate social responsibility are based on the notion that improving people's social well-being is a philanthropic act. The natural giving principles are broken by enforcing corporate social responsibility (CSR), which transforms CSR from a philanthropic initiative into something more and increases businesses' tax burden.

Lately, Ethiopia's private media sector has been growing. Of the private media companies, EBS Television has made a greater impact on the media landscape. The media must pursue social responsibility in addition to profit as members of the commercial community, since this will be advantageous to all stakeholders. However, there aren't many CSR initiatives in Ethiopia. Diana (2009) noted in her comparative case study that corporate social responsibility (CSR) in Ethiopia is mostly understood by academics and is not widely accepted by the general public. This suggests that all parties involved in business should learn about and comprehend the topic thoroughly.

EBS primarily takes part in CSR initiatives occasionally or in response to requests from the public or government. Given that utilizing CSR initiatives primarily benefits the 3Ps (people, planet, and profit). By doing this, a company can become more accepted by the community and individuals in whom it operates, which will eventually attract a larger audience and increase profitability. The study's primary contribution will be to provide an explanation for the "how question" and the process by which a company can outperform its rivals by leveraging its CSR-related initiatives to develop intangible resources that are essential for maintaining a competitive advantage in the fiercely competitive business climate of today.

## **1.2 Statement of the problem**

The World Business Council for Sustainable Development (2000) defines corporate social responsibility (CSR) as an organization's commitment to conducting business in an ethical manner while also taking into account the development and advancement of its workforce and society at large. There are several factors that encourage organizations to take part in socially conscious endeavors. Organizations are becoming increasingly concerned about social welfare and the environment. Demands from stakeholders, such as employees, consumers, lenders, investors, governments, and other stakeholder groups, need businesses to conduct their operations in a socially responsible manner. Like all other organizational

decisions, CSR decisions are based on a thorough understanding of the costs and benefits. Businesses must assess their own and others' gains and losses in order to achieve this. (Maines and Sprinkle, 2010).

CSR is the least studied subject in terms of what it is expected to discharge in higher education. Corporate social responsibility in Ethiopia is not well developed and the governance system takes the form of mere control in decision making instead of encouraging development and implementation of a well-developed ethical code of conduct (Elifneh, 2014).

Gashaw (2019) the influences of CSR on the employees are vital because it leads to their productivity; develop their moral and positive judgment about the company. Gashaw also assessed the company's CSR practices regarding its employees under three-domain; Employee income, workers' rights, and health. When it considers the overall level of company's practices regarding employee's income, it is at a moderate level. The finding revealed that the perspective of employee's policies and practices regarding employee's income has not been positively impacted on employee's social and economic development.

A study by Terefe (2018) budget problem, absence of strong interest and commitment and lack of support from government and other concerned bodies for the practice are major challenges for the company's CSR practices. CSR practice was not able to attract skilled manpower and even most of its employees did not have any information about CSR practice of the company when they applied to work in this organization.

Tewelde (2012) the context of Ethiopia and its interface with corporate social Responsibility has been illustrated using Carroll's model. Although many models on CSR developed in the West Prescribe universal applications of the components and priorities, the contextual factors in developing countries in general and Ethiopia may not allow the direct adoption of such models. In Ethiopian context the practice like many other African countries is on the economic aspect of the CSR and such emphasis may be at the expense of other dimensions. In such a situation how, we can reconcile the different components is the major challenge that needs to be addressed. According to Tewelde, as per the discussion of CSR in Ethiopia, the legal and ethical responsibilities are the least in terms of practice as it is the case in most African countries' contexts.

According to Ashley 2002 as cited in Emmanuel (2014), as a source of competitive advantage, CSR is exactly what companies require in order to improve their competitiveness. However, regarding the effects of CSR on competitive advantage, the results have been mixed because Ethio Telecom has no competitor locally in Ethiopia. According to Aminul et al., (2014), corporate activities such CSR are going unnoticed at the consumer level. This has also been found by The Guardian that CSR activities have been gone unnoticed by consumers (Guardian 2010 as cited in Aminul et al., 2014). The Guardian as cited in Aminul et al., 2014 also states that even by looking at the magnitude of CSR initiatives within the market today, it is still difficult to understand why companies are not getting any credit.

The purpose of this study is to investigate how EBS television used CSR initiatives to enhance its reputation and brand image. Second, the concept of corporate social responsibility (CSR) is not well-known in developing nations like Ethiopia since it involves the use of organizational revenues and because national laws and regulations vary. Finally, but just as importantly, CSR standards mandate that businesses make investments in areas like as enhancing the standard of living in a community, environmental preservation, staff development and retention, and employee engagement. (Befekadu, 2020)

Various researchers have conducted studies related to the practicing of social responsibility by various institutions in Ethiopia; most of them explored the situation of practicing social responsibility in sectors such as banks, manufacturing industries, and so on. Like the thesis was envisaged with objective of critically identifying the key practices, challenges and benefits of CSR in Dashen bank. (Tewodros M, 2021) , The other study is to determine the practices of CSR on the Competitive Advantage in commercial bank of Ethiopia. (Befekadu,2020), another study focus on to examine the effect of corporate social responsibility on brand equity in the context of Tekhaf Trading Plc. (Tewodros E, 2021) The other study conducted entitle to assess the practice of CSR in TOTAL Ethiopia S.C. (Bereket A, 2020).

However, no studies have been done to show that media institutions are taking social responsibility. In the last 10 years, no research has been done that explores the benefits of practicing social responsibility to the brand image and reputation, except for the research written **“Media and Social Responsibility: the Case of the FM 96.3 Yegna bet Radio Program”** (Dagim, 2022) and **“The Role of Broadcast Media in Creating Awareness to Fight Corona Virus: The Case of Fana and EBS Televisions”** (Bewket, 2021). In

particular, there is no study done on the social responsibility of EBS Television, so this study is expected to fill this research gap.

## **1.3 Objectives of the Study**

### **1.3.1 General Objective**

Examining EBS television viewers perception of the practices of corporate social responsibility in boosting its' brand image and reputation was the primary goal of the study.

### **1.3.2 Specific Objective**

The following specific objectives were addressed in light of the preceding overall objective.

- To identify the relationship between CSR and competitiveness
- Identify the way that EBS television CSR practices to get competitive advantage
- Identifying methods that EBS employed to apprise and create awareness of CSR practices to its stakeholders
- Identifying Viewers perception of EBS CSR activities

## **1.4 Research question**

- What is the relationship between CSR and Brand image and reputation?
- What is the method that EBS television practices CSR to get competitive advantage
- What are the methods that EBS television employed to apprise and creat awareness of CSR practices to its stakeholders
- How viewers perceived EBS CSR activities

## **1.5 Significance of the Study**

The results of this study will deepen our comprehension and knowledge of corporate social responsibility (CSR) and how it relates to an organization's ability to build its social capital and reputation. The primary focus of this research is on how CSR practices and activities boost an organization's competitiveness by promoting the growth of intangible organizational resources. This research makes a significant contribution to the body of knowledge on strategic management by elucidating the manner in which corporate social responsibility policies and initiatives could foster the growth of intangible organizational resources, which would then improve organizational outcomes. In today's highly dynamic business landscape,

where managers are struggling to establish and maintain a competitive advantageous position, the study's findings which clearly demonstrate the relationship between CSR and competitive advantage and offer managers a new perspective on it can certainly act as a major guiding force.

## **1.6 Scope of the study**

The scope of this paper is limited on the analysis of CRS practices of EBS television and do not cover all other governmental or privately owned television stations in Ethiopia.

Furthermore, by studying the various views, applications, and results achieved by the organisation under investigation, the scope of the study is limited to evaluating the impact of CSR and the role it plays in an organisation to attain a competitive advantage over other organisations. The researcher analysed secondary data assessment of the reports and documents to know the present trend of CSR of EBS and performed . Additionally, in the instance of EBS television, how may CSR policies and actions help improve its competitive status going forward?

## **1.7 Organization of the Study**

The study organized into five chapters.

**The first chapter:** provide a general introduction of the study including background of the study, Statement of the problem, Research questions, Objectives of the study, Significance of the study, Scope and limitation of the study, organization of the study.

**Chapter two:** covers the literature relevant to the study. It includes concepts and theoretical framework, empirical literature as well as discussions on corporate social responsibility model and hypotheses and conceptual framework.

**Chapter three:** elaborated research design and methodology: the type and design of the study. It includes research method, sampling technique, data collection method and method of data analysis that has been used in the study and reliability and validity tests and Ethical considerations.

**Chapter four:** summarizes the findings of the study and discusses in detail.

**Finally chapter five:** deals with summary findings, conclusions, recommendation of the study and future research areas.

## CHAPTER TWO

### 2. REVIEW OF RELATED LITRATURE

#### 2.1 conceptualizing Corporate Social Responsibility

Corporate Social Responsibility (CSR) is the study of how a business treats its stakeholders in an ethical and responsible manner. In industrialized nations, managing stakeholders in an appropriate manner is considered ethically upright or accountable. Accounting for one's finances is a component of social responsibility. Internal and external stakeholders are present in a company. Stakeholders include the ecology. The main goal of social responsibility for both internal and external stakeholders is to enhance living conditions while maintaining the company's profitability.

The phrase "corporate social responsibility" is ill-defined, but generally speaking, it describes transparent, ethical company practices based on moral standards, legal compliance, and consideration for people, communities, and the environment. As a result, companies are responsible for both their financial success and their overall effects on people and the environment. "People" refers to the company's employees, customers, business partners, investors, suppliers, vendors, the government, and the community. A growing number of stakeholders are anticipating greater social and environmental responsibilities from firms. In the business world, corporate social responsibility, or CSR, is frequently referred to as "corporate citizenship," and it basically means that a company should be a "good neighbour" in the community in which it operates (Zynia L. Rionda,2002). Thus, corporate social responsibility (CSR) refers to a company's moral conduct toward its stakeholders or constituents. However, there is no universal consensus on terminology, and the term "corporate social responsibility" is linked to a wide range of ideas and interpretations.

It seems like the world is changing more quickly than it has ever done. The human population is increasing at a quicker rate, and our actions are having an increasing amount of influence. This shift has significant financial ramifications, and corporate social responsibility (CSR) is at the forefront of this shift. It is therefore, worthwhile to investigate the existing and future developments (Mallen B, 2012).

All types of organizations governmental and non-governmental, for-profit or non-profit should operate with the goal of maximizing gains and minimizing losses. This is the way that corporate social responsibility, or CSR, is defined. CSR is the process of creating strong ties

between companies and society to address social and environmental challenges, according to the European Commission (2002). The notion of corporate social responsibility (CSR) entails firms proactively integrating social and environmental issues into their operations and stakeholder relationships. Corporate social responsibility (CSR) is defined by Maignan and O' Ferrell (2001) as a civic obligation that comprises moral, ethical, and social duties between a business and its clients. Since a company's main objective is to maximize returns on investment for its shareholders, it is seen as a vehicle for producing economic value for those who invest money in the venture (Greenwood M. 2001).

## **2.2 Definition of Corporate Social Responsibility**

While there is no universal definition of corporate social responsibility, it generally refers to transparent business activities that are based on ethical values, compliance with legal requirements and respect for people, communities and the environment. Thus, beyond making profits, companies are responsible for the totality of their impact on the local people and the world. "People" constitute the company's stakeholders, employees, customers, business partners, investors, suppliers and vendors, the government and the community. Increasingly, stakeholders expect that companies should be more environmentally and socially responsible in conducting their business.

According to Ezekiel (2013), corporate social responsibility is a business philosophy attaining popularity in 21st century. Corporate social responsibility policy is aimed at constructing self regulatory mechanism that empowers the business to monitor and ensure efficient compliance with the essence of law, international norms and ethical values. Corporate social responsibility is the managerial obligation to take action that protects and improves both the welfare of the community as a whole and the interests of the organization. The concept of corporate social responsibility was originated in 1953 after the publication of Bowen's book, "Social Responsibilities of Businessmen" who is considered to be the father of corporate social responsibility since his definition is considered to be the first definition of corporate social responsibility. According to Bowen, corporate social responsibility is the obligation of the businessman to pursue those policies, to make those decisions, or to follow those lines of action, which are desirable in terms of the objectives and images of our society (Carroll, 1999) as cited by Kebede (2020).

Laxmi (2020) revealed that, as a system of self-regulation, corporate social responsibility is an integral aspect of a business model. A socially accountable organization tracks and

maintains its energetic promotion of legislation, ethical values and international standards. The coordination of corporate social responsibility confirms that an organization is responsible and that its environmental effects, consumers, employees, communities and other stakeholders are promoted and promoted. In the business community, corporate social responsibility is alternatively referred to as corporate citizenship, which essentially means that a company should be a good neighbour within its host community (USAID, 2002). Hence, there is no true definition of corporate social responsibility. The definition of the notion varies and different papers and textbooks define it differently, depending on the time the literatures were written and the ideological belief behind it (Mohammad et al., 2009). Hence, corporate social responsibility definitions, theories and models were investigated by many scholars differently.

The International Organization for Standardization's Guidance Standard on Social Responsibility ISO 26000 (2010) defines Corporate Social Responsibility as "the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development, including the welfare of the society takes into account the expectations of stakeholders, is in compliance with applicable law and consistent with international norms of behaviour, and is integrated throughout the organization and practiced in its relationships." 12 European Commission (2001) argued corporate social responsibility as a concept whereby companies integrate social and environmental concerns in their business operations and their interaction with their stakeholders voluntarily that include Philanthropy action toward the environment, social causes and their communities. Safarzar (2017) defines corporate social responsibility concept as a legal requirement for a company which includes continued commitment toward the community. He added that the main goal of a company is to increase the efficiency and productivity of its operations and to maximize its shareholders' profit. But all this must be done by integrating the community ethical and environmental expectations into the company economic processes.

According to David and Guler (2008), the broadest definition of corporate social responsibility is concerned with what is or should be the relationship between global corporations, governments of countries and individual citizens. He also expressed that more locally the definition is concerned with the relationship between a corporation and the local society in which it resides or operates. Additionally, the definition is concerned with the relationship between a corporation and its stakeholders. Jamali and Mirshak (2006) define

corporate social responsibility as a set of management practices that ensures the company maximizes the positive impacts of its operations on society. McWilliams and Siegel (2001) define corporate social responsibility practice as operating in a manner that meets and even exceeds the legal, ethical, commercial and public expectations that society has of business. They explained in detail in their study, corporate social responsibility practice affects firms in many positive ways because through the activities the firms undertake, they are able to be known more and may grow in future. Stakeholders can help make or bring down a firm and therefore the need for firms to consider stakeholder's interest as they make strategies to achieve the firm's goals. Hence, the firm should then come up with various corporate social responsibility practices (activities) that meet the expectations of the various stakeholders depending on their influence and capacity.

### **2.3 The evolution of corporate social responsibility (CSR)**

Over the last thirty years, there has been a push across a variety of local and global business sizes, industries, and geographical locations for the creation and integration of socially responsible business practices. Growing shareholder interests and the intricacy of transnational economic ties and phenomena have propelled this movement. Brondoni, 2003. Scholars have extensively emphasized the various theories and interpretations around the concept of corporate social responsibility (CSR) and its various functions throughout history. Businesses started to comprehend the social implications of their everyday operations on children, workers' household expenditures, female labor, and working conditions once the Industrial Revolution began in the middle of the 1800s. Because of this, this period has some of the oldest instances of the application of socially conscious activities. During these years, corporations (mostly in the United Kingdom) implemented welfare policies for their internal stakeholders, and wealthy businesspeople practiced generosity toward destitute external stakeholders. Carroll (2008)

The 1950s were the start of the modern era according to CSR criteria (Carroll, 1999). I think Howard Bowen deserves to be called the "father of CSR." His ground-breaking 1953 publication, "Social Responsibilities of the Businessman," is particularly notable for its influence during the 1950s. Theodore Levitt (1958) advocated against company's social duty in his HBR paper "The Dangers of Social Responsibility," claiming that "business's job is not government, and government's job is not business." (Siegel, McWilliams, and Wright 2005). Researchers in the 1960s focused more on the social obligations related to the marketing

function than the overall social role of the company, according to Maignan and Ferrell (2004). In the 1960s, a number of academics including Davis, Frederick, McGuire, and Walton published a sizable corpus of definitional literature on CSR Carroll, (1999). Peter Drucker suggested that companies could use their social responsibilities as economic opportunities in the 1980s and that responsibility and profitability were compatible ideas Carroll (1999). Scholars were becoming interested in the possibility that successful companies may also be socially conscientious. Growing acceptance has been seen in Corporate Social Performance (CSP) as a more comprehensive concept that may be applied to CSR classification or integration.

As the 20th century came to an end, scholars observed that the notion of corporate social responsibility (CSR) had fallen short of expectations, despite being previously perceived as the crucial component of capitalism. The argument put forth was forcefully that corporations ought to prioritize their financial interests and that any endeavour to advance corporate social responsibility would be ethically reprehensible.

Scholars proposed that there was no separation between business and society (Freeman & Liedtka,1991). According to some scholars, prior to the turn of the twenty-first century, studies examining the connection between corporate social responsibility (CSR) and financial performance produced contradictory findings, making it difficult for managers to decide how much money to devote to CSR (Griffin & Mahon, 1997, and McWilliams & Siegel, 2001).

### **2.3.1 Economic responsibility**

At the base of the pyramid, economic responsibility serves as the cornerstone and prioritizes economic performance. Carroll (1991) asserts that a company's primary economic duty is to ensure its profitability by offering the community high-quality goods and services. Business performance in relation to maximizing earnings per share, preserving a strong competitive position, guaranteeing a high degree of operational efficiency, and being consistently profitable are all required as part of corporate social responsibility (CSR).

### **2.3.2 Legal responsibility**

Corporate social responsibility (CSR) legally mandates that businesses conduct their operations in accordance with all applicable laws, regulations, and policies. As law-abiding corporate citizens, business entities are required to conduct themselves in a way that complies

with legal requirements and government expectations. In addition, it's thought that a successful business is one that complies with all legal requirements. Lastly, companies are supposed to offer products and services that, at the very least, abide by the bare minimum of legal standards (Carroll, 1991).

### **2.3.3 Ethical responsibility**

Carroll (1991) distinguished five elements pertaining to the ethical obligation. The first one addresses the significance in a way that is inconsistent with ethical standards and societal morality, just as the other obligations. He clarified that it's critical to acknowledge and honour emerging moral and ethical standards that are widely accepted in society. Adds further that in order to accomplish business objectives, a firm must ensure that moral standards are not violated. According to Carroll (1991), the final element of the ethical responsibility is the significance that corporate integrity and ethical behaviour go beyond simple compliance with laws and regulations. Carroll defines a good corporation as one that operates as is expected morally or ethically, and that is very essential.

### **2.3.4 Philanthropic responsibility**

Charity includes all corporate, business, and gift giving. These days, it is normal for society to expect a business organization to offer to assist in resolving their social problems. This is a discretionary and voluntary charitable endeavour. It can come in the form of cash presents, goods and service donations, volunteerism from staff and management, community development, or any other kind of discretionary giving to the community or the stakeholder groups that make up the community Carroll, (1991). Companies are expected to provide fine and performing arts assistance in a way that conforms to the societal norms surrounding philanthropy and charity giving. One way to think about business managers' and employees' charitable and volunteer work in their local communities is as part of their philanthropic duties.

Furthermore, he recommended that businesses actively fund community-enriching initiatives and social institutions like public and private schools. Developed economies see business's economic contribution as more development-oriented than that of developing countries, placing more emphasis on creating an environment that encourages ethical corporate practices. (Amponsah Tawiah and Dartey-Baah 2011). According to Loimi (2002), the primary drivers of corporate social responsibility (CSR) in developed economies include

globalization, environmental concerns, international initiatives, pressure from nongovernmental organizations, the media, risk management, pressure from consumers and employees, and competitive advantage.

This contrasts with emerging economies, where corporate social responsibility (CSR) is primarily driven by the governance gap, the political and social economic environment, and culture Amaeshi et al., (2006). The next part addresses corporate social responsibility (CSR) in emerging economies after summarizing the features of CSR practices in developed economies.

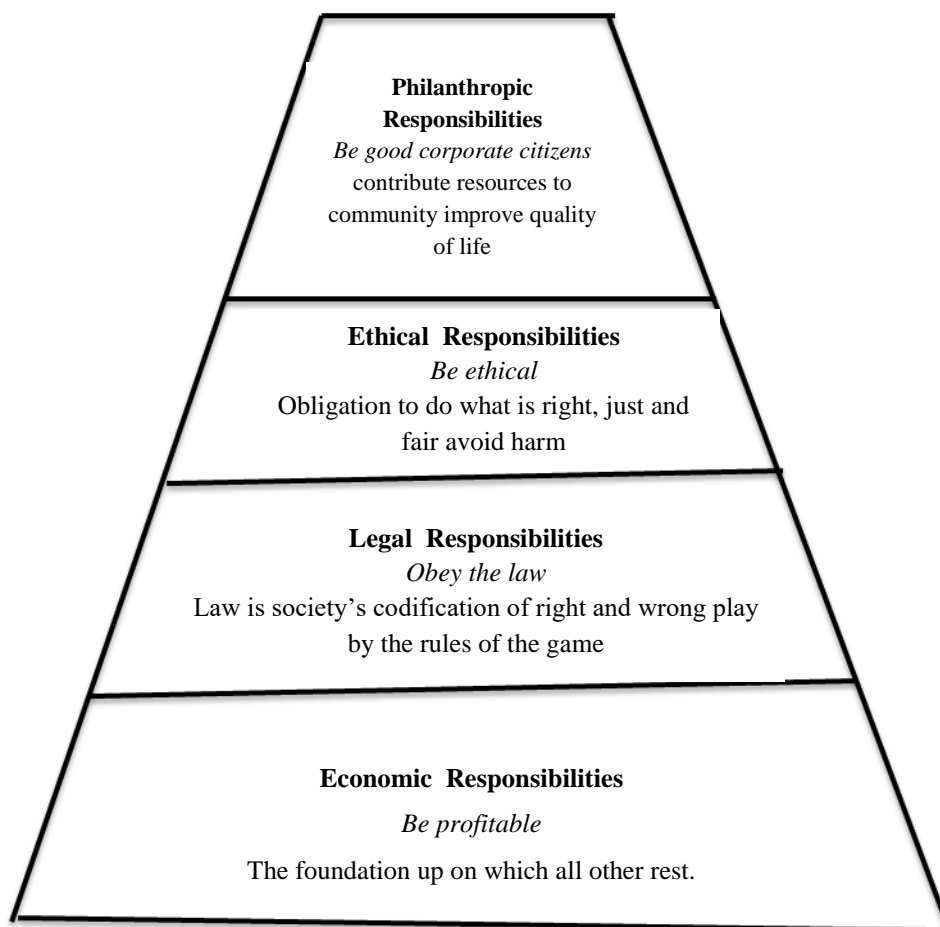


Figure1. The Pyramid of Corporate Social Responsibility  
*Source: Carroll, A.B. (1991, p.42).*

Both academics and practitioners can benefit from this pyramid's useful explanation of CSR. Carroll (1991) developed his model with the intention of providing managers with an integrated framework, particularly those who want to balance the interests of several stakeholders at once.

## **2.4 Conceptual Framework**

### **2.4.1 Stakeholder Theory**

Meeting the demands of stakeholders is typically a major factor in a company's decision to abandon its CSR strategy. According to Andriof (2002), a company should develop stronger relationships with its stakeholders in order to obtain a competitive edge. Carefully weighing the expectations of both internal and external stakeholders is necessary when developing a trade-off between costs and rewards. To comprehend, analyze, and evaluate the impact of CSR on profitability, it is therefore reasonable to use the paradigm provided by stakeholder theory. For the same reason, in order to achieve long-term success in the complex business environment, the company needs to understand its stakeholders and find a way to balance meeting their needs with serving those who have direct or indirect control over the company while focusing solely on generating value for shareholders. (Freeman and Harrison, 1999).

According to Freeman (2004), stakeholders are people who have the ability to have a substantial impact on the business, are connected to it legally, and have an urgent complaint that has to be addressed. Freeman's (1984) definition of the stakeholder theory is the one that is most frequently used in the literature, despite the fact that there are other interpretations of it. It showed how a business can handle its operations more expertly if it takes into account and understands the relationships that exist between those operations and the people or groups that it may have an impact on. The majority of businesses list suppliers, workers, shareholders, consumers, and local communities as stakeholder groups. In addition, given the diverse business environments of the enterprises, other stakeholder groups might be identified. The diverse array of stakeholders holds varying expectations for the company. But firms can't provide every need at once because of conflicts of interest (Harrison & Freeman, 1999, Rainey, 2006).

### **2.4.2 Shareholders theory**

The corporation should, on the other hand, legally maximize long-term shareholder wealth, according to shareholder theory. (Schaefer 2008), Smith, 2003), and Jensen (2002). Provide a necessary commodity or service at a reasonable price, and a business aids society. A corporation ought to optimize the present value of all future cash flows, as per the principles of shareholder theory. (Shaffer, Heck, and Danielson 2008). It's needless and dumb to use

shareholder funds on social projects that won't make money. Given that they made an investment, the corporation is required to repay it to the shareholders.

Steve Milloy, a mutual fund manager and skeptic of corporate social responsibility, said, "Shareholders do not hire CEOs to be the United Nations, to act like a government, or to be at charity." To bring in money for the owners was their main goal. An excerpt from Weiss, Kirdahy, and Kneale (2008), business is the "wealth-creation machine" in society. Comparable to Milloy's thinking are the theories of Milton Friedman and Adam Smith. Profitability is the main objective of business. Companies meet shareholder demands and generate revenue for the benefit of the community. According to shareholder theory, corporate social responsibility initiatives ought to be carried out if they enhance profitability. But it's wrong to spend shareholder money in an unproductive manner. No matter how noble the motive, giving away someone else's money is wrong.

## **2.5 Motivation and effects of implementing CSR**

Corporate social responsibility (CSR) is implemented by corporations due to social, political, environmental, and economic factors, according to (Rainey, 2006). When choosing which social responsibility measures to apply, most firms are influenced directly by social forces including the market, customers, and stakeholders. In reaction to political forces resulting from domestic or international laws and regulations, the company employs a corporate social responsibility (CSR) strategy.

Environmental forces assist businesses in reducing pollution, air emissions, garbage creation, and other environmental effects while also helping them take accountability for their actions. Economic force is another crucial factor in the relationship between corporate prosperity and social responsibility. Most other academics support and elaborate on the idea of the economic driving element. Businesses participate in corporate social responsibility (CSR) primarily to achieve the desired financial outcome, according to (Aguinis & Glavas 2012). In the long run, CSR is considered a significant asset.

Linking a company's financial performance with its corporate social responsibility (CSR) commitment is essential because the two are inexorably linked. Hawkins, (2006). This viewpoint holds that corporate social responsibility, or CSR, is more than just following the law. Actually, the recognition that CSR is a business strategy that may increase revenues in addition to being a fair and sustainable endeavour is what leads to the profitability of CSR.

Apart from these, globalization also could be an indirect drive for executing CSR strategies. In globalization, firms must increase their fair competency, and the bigger the company is the additional accountabilities the company should take (Rainey, 2006).

Furthermore, from the perspective of Lynes & Andrachuk (2008), there are seven incentives to encourage the business to take on its social obligations. They are as follows:

- ❖ to achieve the long-term financial strategy;
- ❖ to be eco-efficiency and reduce the firm's environmental impacts;
- ❖ to increase the firm's competitive advantage;
- ❖ to be an appropriate social responsible business ;
- ❖ to boost the corporate image;
- ❖ to meet pressures and requirements from the stakeholders;
- ❖ to avoid or delay regulatory burden. Most of these above-mentioned motivations are accomplished after executing CSR strategies.

As to the findings of Aras & Crowthier (2010), Pava (2008), and Kotler (2008), a commendable CSR performance yields numerous benefits for the organization.

- Generating the profitability.
- Improving firms' image, brand value, and reputation.
- Boost the firm's sales and market share.
- Increasing appeal to investors and financial analysts.
- Providing better relationships with communities and governments.
- Improving awareness with laws, regulations, and environmentally conscious, etc.
- Improving equity between employees and the company.
- Motivating employees and increasing their loyalty.
- Improving the customer's goodwill.
- Leading to higher productivity due to efficiency.
- Closing relationships with stakeholders and shareholders.
- Enhancing the ethical discussions between the company and society by ways of aiming at the employee's health and safety, respecting human rights, communicating with NGOs, engaging in charity, etc.

In keeping with the above, lucrativeness is the primary drive along with a significant advantage for companies in the process of implementing CSR strategies (Hawkins, 2006). It

is shown that most of the other positive influences have direct or indirect positive effects on the firm's profitability at a different degree. On one side, costs reduction in energy saving, waste, maintenance, operating, etc. have direct impacts on the firm's profitability. On the other side, some intangible assets, e.g. relationship with government, customer loyalty, employees' encouragement, etc., influence profitability indirectly. CSR helps the business foster a sustainable culture and establish long-term partnerships with its suppliers, investors, employees, and customers. Without a doubt, it may also help businesses build their brand and reputation, which boosts sales and customer base growth. Then, a strong, supportive workplace will aid in luring and keeping top talent while offering a secure working environment to all staff members. An increase in worker happiness and loyalty affects productivity, which in turn affects the profitability of the company.

## **2.6 The Benefits of Corporate Social Responsibility**

In today's business climate, it is not enough for companies to produce quality products at reasonable prices. The benefits of corporate social responsibility can be both internal and external with respect to the firm. Internal benefits advance the culture within the organization while external aspects improve how the community generally perceives the firm (Branco and Rodrigues, 2006) as explained by Ronald (2021) in his work. Customers and employees alike expect companies they do business with to use their resources and influence to bring positive change to the world. In fact a 2020 study by Porter Novell found that 88% of employees believe that it is no longer acceptable for a company to solely focus on making profit, it must also positively impact society.

As mentioned by Porter and Kramer (2002), proper implementation of social responsibility activities has multi-dimensional advantages for a business in ensuring its sustainability, profitability, gaining good reputation, developing its goodwill and beat competitions in the global market in which it is engaged in. Corporations can use their corporate social responsibility efforts to improve their competitive position. Corporate social responsibility influences the performance of organizations. Corporate social responsibility offers an opportunity to establish a good corporate image, better reputation for organizations which facilities in the long-term to increase returns and long term profitability. According to Williams and Siegel (2000), in emphasizing the significance of corporate social responsibility activities for business performance, implementing corporate social responsibility practices effectively can help firms to create a reputation that a firm is reliable and honest, and some

consumers may assume that the products of a reliable and honest firm will be of high quality. Advertising these activities provides information about corporate social responsibility attributes may be used to create a reputation for quality or reliability or honesty-all attributes that are important, but may be difficult for consumers to determine. Such advertising makes consumers aware of product quality and other features differentiation based on corporate social responsibility characteristics. Nazari, Parvizi, & Emami (2012) clarify that corporate social responsibility has been one of the leading topics at recent World Economic Forum meetings.

A report from the World Economic Forum (2011-2012) observed that the three key pressures of corporate competitiveness, corporate governance and corporate citizenship, and the linkages between them, will play an essential role in shaping the platform for business leaders in the coming decade. Accordingly, at firm level, a business properly discharging its corporate social responsibility necessities will be stable in its business operations, increase its productivity, undertake secured business operations and minimize costs by being preemptive in implementation of corporate social responsibility activities (Worku, 2017). The study done by Bichta, (2003) describes that, activities conducted at the national and international level, suggest an extensive appropriate corporate social responsibility role played by government, industry, civil society and nongovernmental organizations (NGOs) with respect to the natural environment, social development and social inclusion have a significant contribution for overall society wellbeing, development and sustainability

## **2.7 Why are companies engaged in CSR?**

Socially conscious enterprises that prioritize profits also contribute to some aspects of societal development, but obviously not all of them. Anticipating that every firm will be involved in every aspect of social development is not realistic. That would be excessively rigid and ridiculous. Nonetheless, a company's involvement in some sectors both inside and outside the organization will boost the general consumer appeal of its financial services and other products, resulting in higher profitability. Though it may cost more to implement, the benefits will most likely outweigh the costs.

Nowadays, an increasing number of businesses are understanding that they need to adopt a socially responsible stance in order to remain productive, competitive, and relevant in a business environment that is changing quickly. Over the past ten years, technology has

expedited time and concealed distance, while globalization has blurred national boundaries. In light of the recent radical shift in the corporate landscape, businesses seek to strengthen their capacity to control risks and earnings while safeguarding the reputation of their brands. There is intense rivalry for qualified workers, investors, and customer loyalty as a result of globalization. The sustainability of a company's commercial success can be significantly influenced by its relationships with its employees, host communities, and the marketplace (Zynia L. Rionda, 2002).

## **2.8 Brand image**

Brand image is an integral component of brand equity as it conveys the worth of the brand to the consumers. Kotler (2001) defined image as "the set of beliefs, ideas, and impression that a person holds regarding an object" (p. 273). So when we talk about brand image, it is about the mental representation of the brand based on individual consumer's beliefs, ideas and impression. It is perceived differently by both consumers and organization. The way consumers or the target audience of the brand views or interprets is known as perceived image while the other is the desired image, which is the way company wants to position its brand matching the consumer's perceived image. Organizations make assumptions about the perceived image it is known as presumed image.

These levels of image can be contradicting because managers may not exactly know what is going on in the mind of the consumer. This gap is filled by the research on the construct in various disciplines which guides the practitioners and opens new horizon to understand their consumers. Ever since the introduction of construct "brand image", it has been defined in multiple ways. Every definition is based on its conceptualization on various aspects. For instance, Dobni and Zinkhan (1990) defined that "brand image is largely a subjective and perceptual phenomenon that is formed through consumer interpretation, whether reasoned or emotional." It is about how consumers perceive. So it can largely vary depending on the mental representations of respective consumer.

According to Aaker (1991) brand image is referred to as "a set of associations, usually organized in some meaningful way" (p. 109) and in the same context Keller (1993) defines it as "perceptions about a brand as reflected by the brand associations held in consumer memory". Both of these definitions lead to the fact that there are various abstract features that may reside in the consumer's mind about the brand, either objective or subjective. According

to Definition of Low & Lamb (2000), "Brand image is the reasoned and emotional perceptions of consumers attached to specific brands". One thing that each of the definition conveys is that it is automatically formed depending on what consumers take meaning of the brand and each brand can have as many images as its consumers.

## **2.11 Corporate social responsibility practices in Africa**

It is important to give an overview of CSR practices in this continent. Therefore, this section first examines the existing knowledge gap of CSR in Africa. Little is known as yet about CSR in Africa. This is evidenced by scholars such as (Visser, 2006b), who calls for more research on the topic. With existing studies there are uneven distributions (Visser, 2006a) with the emerging literature dominated by studies in South Africa and Nigeria (Visser, 2006b, Muthuri et al., 2013). South Africa was spurred on by the political reforms brought about by the end of the apartheid movement, while Nigeria is influenced by the presence of Multinational Enterprises (MNEs) (Kolk and Lenfant, 2010). The scope of CSR studies has nevertheless begun to consider other parts of Africa such as Mauritius and Central Africa (Idemudia, 2014), as well as being covered by other disciplines such as geography, sociology and anthropology (Idemudia, 2014). The majority of studies on CSR in Africa have focused on MNEs, with very little written specifically about local firms (Amaeshi et al., 2006, Khan and Beddewela, 2008).

Scholars have demonstrated that MNEs operating in developing economies engage in different social issues. In Nigeria, for example (see for example Amaewhule, 1997, Ite, 2004, Frynas, 2005, Eweje, 2006, Ojo, 2009), MNEs in the sector engage more with local communities by concentrating on the social and environmental impact of their operations. They engage in the areas of education, health, environment, SMEs empowerment, community support and sports. For example, Frynas (2005) found that MNEs like Shell and BP Nigeria run small business initiatives including training on SME and micro-credit programmes to support community development. Similar results were found in the mining sector of South Africa, where MNEs focus on business development schemes including the establishment of small cooperatives, training in product development by women for the tourist industry, and bookkeeping services free to local communities in areas mining takes place (Frynas, 2005, Amaeshi et al., 2006). The empirical study by Eweje (2006) compared local firms and MNEs in Ghana and found that their CSR practices were different. The CSR practice of MNEs is largely triggered by legal obligations, while that of local firms is driven

by moral and ethical considerations (Kuada and Hinson, 2012). This suggests that the two groups place different emphases on legal and moral/ethical expectations in their CSR decisions.

## **2.10 Corporate social responsibility practices in Ethiopia**

CSR from Ethiopian Context, formal corporate social responsibility practices in Ethiopia was first introduced and practiced by multinational companies and NGO'S as mitigation strategy or an action to resolve problems emanated from their project engagements. On the contrary most firms and government organization often lacks or yet not institutionalized the concept of CSR and formal practices however there are customary practices of informal mostly in the form of Philanthropy or charity to immediate need of the community (Moltot, 2018). Empirical studies conducted by Addis Ababa University, Textile Factories and horticulture industries; Total Ethiopia Share Company and Ethio- Telecom are the one which can be noted. Others like study on corporate social responsibility and financial performance of the banking sector in Ethiopia and an assessment of corporate social responsibilities from Ethiopia experience by (Kassey,2016) are frequently cited empirical studies in the field. For instance, studies show that Tesco and Primark which are Trans-National Corporations (TNCs) initiated CSR as a requirement for companies while they outsource their production and services. The CSR requirement are the companies should put in place and fulfil controlling of wages controlling wages, working hours, safety equipment and instructions in the factory and environmental standards. This is often considered as a pioneer of Ethiopian Textile industries to initiate and practically implemented corporate social responsibility as socially responsible business engagement. The other CSR study is made by the largest and the oldest university Addis Ababa University. The study came up with the result that higher learning institution are so far remains in institutionalized CSR initiatives (Workeferahu, 2014). Other study conducted is on floriculture industries in Ethiopia from CSR and governance perspectives. The result showed that exposure of employees to vary environmental and workplace safety hazardous condition a long with sexual harassment and labor exploitations among others (Moltot, 2018). Review of empirical researches on corporate social responsibility in Ethiopia, evidenced that there are few resources particularly in agricultural industry sectors. Review of literatures revealed that CSR Developing Countries in general and in African and Ethiopia context in particular, it can be characterized by the following points.

- Most of the firms understand and practice the philanthropic aspect of corporate social responsibilities. Philanthropy gets a high priority which is due to the huge socio-economic needs which has resulted in philanthropy becoming an expected norm in the society. Also, CSR is still at a new stage, sometimes even equating philanthropy.
- There are very few national companies with CSR definition and with formal CSR practices but with leaders with a personal commitment to improve the Ethiopian society and to integrate this personal engagement with business opportunities.
- Firms did not have a standardized written guideline for how to discharge their CSR activities. This implies that, firms consider CSR activities as something that they could do it based on personal judgments.
- Absence of full-time employee who can handle the societal issue made CSR activities in the firms not to be effective and systematic to maximize their financial performance.

According to (Visser, 2006) contrary to his expectation of companies to have engaged in terms of social problem initiatives focus on HIV/AIDS, education, health, environment and other social development issues, they focused on economic and philanthropic initiatives than ethical and legal responsibilities (Moltot, 2018). Given the disagreement among the scholars from the literature it is possible to understand that varies pushing factors forced these companies to take CSR initiatives emanated either from external or internal. As often indicated in the literatures the internal drives are “business case, employment retentions, corporate internal values, firm’s reputation and image. While the external push factors are customer and consumer satisfaction, requirements from regulatory frameworks as well as pressure from civil society and consumer activism Spence, (2013).

As cited in Kassaye (2016) Amaeshi et al (2006) stated that CSR in Nigeria is aimed at addressing the socioeconomic challenges of the country such as poverty mitigation, health care and education which is like the priorities of CSR in developed countries. In Ethiopia, there is no general aversion to the concept of CSR. At the same time the CSR label has been applied to many initiatives and political programs without any effective strategic discussion never having taken place.

However, CSR approaches in developing countries are expected to respond to many social and environmental problems such as deforestation, unemployment, income inequality, and crime (De Oliveira, 2006). He indicated that in Ethiopia, firms do not think in terms of CSR, instead, they are concerned with economic survival. The private sector is not taking the leadership in CSR and private-public partnership is very limited.

## **2.11 Media and Society**

Media and society are closely related to each other. The extensive impact of media on society can easily be seen these days. Media reflects our society, how it works and what it constitutes. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people. Every single invention starting from the printing press to the latest smart phones our society has accepted it. Earlier people used to communicate things with the help of sketch and print forms but as time passes the medium became more advanced (Singh. G, 2017).

Today people are just a click away from any and every information that is available on the internet. There are various forms of media that help to inform, educate and entertain our society. Media can be in print form that is through newspapers, books, magazines etc. Media includes an electronic form for spreading information which is one of the most used media of mass communication. With the help of radio and TV, listeners and viewers not only get updated but it also creates an understanding of current happenings. Radio being an audio medium helps in disseminating information to every nook and corner of our country. Radio has also played a vital role in creating a platform for imagination. The reach of this audio medium is not only limited to urban areas but it has covered a wide range even to the remote areas of our country. The people living in rural parts of the country are getting more benefits from the audio medium of mass communication (Singh, G (2017).

The media have become an increasingly important, but at the same time an increasingly complex and unpredictable part of every fact of society and culture. The threats and opportunities of change cannot be reduced to the changes happening in the media, but it is difficult to understand what is going on without a clear picture of the role and significance of the media. Achieving that understanding will require multidisciplinary research (Vilkkö, R, 2018).

In other ways, there is way of viewing media as the fourth element in a democratic society, based on the classic separation of powers in a political system, as proposed by Montesquieu (Cohler et al. 1989). According to this conventional thinking, the Parliament elected in general elections constitutes “legislative power”, while the government with all the ministries and other administrative agencies make up “executive power”, and the courts represent an independent “judiciary power”. The media as an agent of independent journalism has been added to this picture as a “fourth branch of government”.

## **CHAPTER THREE**

### **Research Methodology**

#### **3.1 Introduction**

The purpose of this study is to analyse how EBS television viewers perceived its corporate social responsibility to boost its brand image and reputation. As a result, the study's methodology is the sole focus of the next section. The logic of scientific inquiry is the focus of methodology, which also looks into the potential and constraints of specific methods or procedures. According to Grix (2004:32), the phrase refers to the science, study, and presumptions around the processes involved in the production of knowledge. As a result, this section defines study design and lists its essential components, such as the interview groups and the research area, which is EBS television.

#### **3.2 Organizational Background**

Ethiopian Broadcasting Service (EBS TV) is an Ethiopian free to air television network. Launched in 2008, the network is based in Ethiopia with correspondents both in United States at its headquarters in Silver Spring, Maryland, U.S.A. EBS TV broadcasts programs in mostly Amharic. EBS TV is the first private channel launched in Ethiopia. It broadcasts various entertainments related subjects such as talk shows, game shows, movies, dramas and others. EBS TV is known for the programs there are presented on Saturday 'Kedame keseate', and Sunday 'Ehuden be EBS' productions is the most famous programs and of course the night talk show, Seifu on EBS, hosted by Seifu Fantahun is another famous program of EBS. On these programs there are many charitable works are done like 'Addis Mearafe' on Sunday, 'Afalagi' on Saturday and 'Yetsedk meneged' on seifu show.

EBS TV also operates two other channels, EBS Musika and EBS Cinema, which can both. Along with EBS TV in 2018, EBS TV was able to secure a local broadcasting license. The company's services had been divided into two separate entities, EBS Television Ethiopia Plc and EBS Television Global, in order to get the local broadcasting permit. As of April 2018 EBS prepared a live transmission studios for the news and sports programs at its current headquarters located on Bawa Building, around Unity University in Gerji.

### **3.3 Research Design and Approach**

According to Gupta (2007), research design is a methodological tool that is used carefully to gather precise data for interpretation. Plans and methods for research that reveal the researcher's worldview assumptions and the intended flow of the entire process of the methodology of data collection, analysis, and interpretation are known as research designs (Gupta 2007, Creswell 2009).

This study uses a cross-sectional field survey research approach to examine the relationship between corporate social responsibility and how it affects EBS Television's ability to obtain a competitive advantage. Rather than measuring a process of change, a cross-sectional design can only measure differences between or from among a variety of subjects, persons, or phenomena. Therefore, cross sectional design offers a precise moment in time representation of the result and the attributes linked to it (Befekadu B, 2020).

By assessing viewer's perception EBS CSR practices boost its brand image and reputation, this design was utilized to investigate how viewers perceived EBS television CSR practices. By reflecting and generalizing research findings, this strategy helps to strengthen media industry strategies about CSR practices. The intention to establish a relationship between the study's independent and dependent variables further qualifies the investigation as having a causal design. The goal of causal design is to comprehend the relationship between cause and effect. Accordingly, the researcher analyzes primary and secondary documents to determine the impact of CSR activities on brand image and reputation. Additionally, they create questionnaires that are most effective in identifying or establishing the relationship between CSR and competitiveness.

### **3.4 Population and Sources of Data**

The population of this study is composed of employees and audience of EBS television in different places of Addis Ababa. Primary and secondary data is collected for this study. The study's population consists of EBS television viewers and staff from various locations in Addis Ababa. For this study, both primary and secondary data are gathered. Using survey questionnaires, the participants the station's audience and employees are the data source for primary data. Depending on the circumstances, questionnaires may be given out in person, via mail, or even online Sekaran, (2001). The study employs a closed-ended questionnaire that was created by modifying and adapting a prior research version of Allen Meyer's

organizational commitment questionnaire (1990). Secondary data sources include a variety of books, journals, article reviews, websites, and corporate social media accounts.

### 3.5 Sample and Sampling procedures

The research was conducted using a multistage sampling technique. Selecting a small number of audience living locations into clusters for simple or systematic random sampling is the aim of this kind of sampling technique. As such, it's a multi-phase sampling technique. According to Philip M. (2015), multistage sampling comprises two or more random sample steps that are based on the hierarchical structure of natural clusters within the population. The researcher employed three steps of sampling for this investigation.

- **First stage** = random selection of clusters: Divide the total population of Addis Ababa into 11 sub-cities to facilitate random selection
- **Second stage** = Among the identified 11 sub-cities, identify the 4 sub-cities where people who have received and benefited from EBS Corporate Social Responsibility support and the sub-cities where the EBS headquarters are located. Then in the identified sub-cities to identify and know the districts and their specific location where the people are located
- **Third stage** = random selection of audiences: Starting from the houses of the beneficiaries of the Corporate Social Responsibility, the houses are separated according to the house interval that is left or right of the house using the lottery method. Subsequently, the research will be done by filling in 25 questionnaires prepared for one district. This approach reduces the researcher's time and financial costs and allows the study to be successful. Among EBS employees, 25 employees who are close to the study will be selected to fill the questionnaire.

Cooper and Schilndler (2003) define a population as the total collection of elements in which a researcher wishes to make some inferences. For this study, the targeted population includes all the staff members of EBS television and EBS television audiences living in Addis Ababa. Sample size refers to the number of variables to be included in a study Malhotra and Briks, (2005). For staff members of EBS television 25 questioners distributed. Similarly, for EBS audience living in Addis Ababa distributed 125 questioners. Totally 150 questioners distributed. In addition 3 Management staff of EBS television selected for interview.

Purposive sampling technique is a type of sampling technique Purposive sampling is the deliberate choice of an informant due to the qualities the informant possesses. It is a non-random technique that does not need underlying theories or a set number of informants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience Bernard, (2002) where the sample size is selected following the objective of the researcher. The reason for the choice of technique is largely due to the interest of the researcher as well as time constraint as this research is time-bound.

### **3.6 Data Collection Methods**

A structured list of questions is called a questionnaire. Gathering information from widely dispersed sources is being done with the help of this crucial tool. Typically used when it is not practical to see every person from whom a response is wanted in person or when there is no specific purpose to see respondents in person. As a result, survey questions are used to gather primary data from participants, including EBS viewers and staff.

Semi-structured in-depth interviews conducted face-to-face provided additional primary data sources. Open-ended interview questions allowed for the identification of individual viewpoints, as CSR is highly customized to a particular organization (Crane and Glozer, 2016). Yin, (2015). An interview guide was used in conjunction with the open-ended surveys. Because they allow respondents to express themselves more freely, open-ended questionnaires are appropriate for gathering opinions Yin, (2015). Semi-structured interview guidelines were therefore selected since they help maintain focus on the research issue Johannessen, Tufte, and Kristoffersen, (2010), but they also allow for the addition of relevant or interesting topics that may come up in the course of the interviews (Ringdal, 2013).

Given the possibility of conducting in-person interviews, this approach looked acceptable for gathering data. It also made it feasible to schedule first encounters before the real interviews, which made it easier to connect with the appropriate respondents (Mehmetoglu, 2004). Open ended questions were asked at the start of the introduction meetings, allowing the company to give the factual information according to their own terms. Greater insights into particular lines of inquiry, such as information on prospective themes and respondents, were elicited by particular prompts. Before the interview, a brief overview of the study were delivered to the

selected EBS television management team members. To supplement and reinforce the information from the interviews, secondary data was gathered from the companies' reports.

The station website and social media platforms are another secondary source. Technical publications such as handbooks, data sheets, manuals, and journals, as well as official publications from the federal government, state governments, local government agencies, private data services, computer databases, and business publications and reports, are additional sources of secondary data used in the study.

### **3.7 Data Analysis Method**

In this study, primary and secondary data were used to collect information from relevant sources. Primary data was gathered via questionnaires and interviews, while secondary data was gathered from books, journals, magazines, websites, and other published and unpublished sources. When formulating the interview questions, the management was taken into account.

The analysis and interpretation of the collected data made use of both qualitative and quantitative methodologies. Following the collection of data via questionnaires and interviews, a qualitative analysis was performed on the information. This study used a closed-ended questionnaire, and the quantitative analysis used descriptive statistics approaches, such as percentage and frequency. Tables and graphs were used to display the results. The investigator also utilized SPSS software to evaluate the data.

### **3.9 Ethical Consideration**

The researcher followed the ethical considerations and procedures in advance (Kumar & Kandasamy, 2012) to conduct the study. Accordingly, the researcher informed the participants about the importance and purpose of the study during the data collection and the data interpretation process.

So, the questionnaires and interviews completed namelessly by respondents and treated confidentially. This study is intended for academic purpose only and the researcher didn't disclose and will not disclose any confidential information to other party.

## CHAPTER FOUR

### 4. Data Presentation, Analysis, and Interpretation

The data gathered throughout the study is analysed, discussed, and presented in this chapter. The core data used in the analysis were gathered from 150 respondents who completed the questionnaire, as well as secondary data from interviews with relevant officials. The aims of the study have been cited throughout the data analysis. Tables and graphs are included with the data to facilitate easy interpretation.

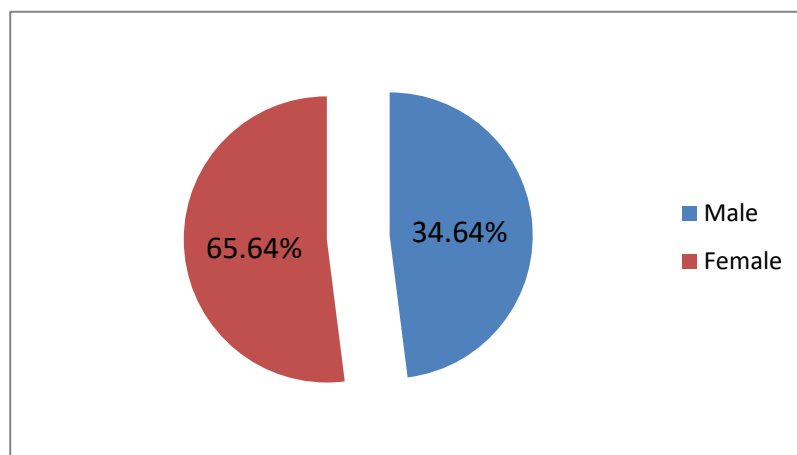
#### 4.1. Demographic Profile

This section presents the demographic profile of the study participants. Their age, gender, and educational attainment are briefly stated and discussed in this section. In addition to three interviews with EBS television staff members who voiced concern, the poll was sent to 120 viewers and 30 employees who were specially selected due to their expertise with the subject. All 150 legitimate questionnaire responses were collected. As a result, there was a 100% response rate.

##### 4.1.1. Sex Distribution

Sex plays a central role in a certain social context or activity that both drives and is driven by social or economic factors. Figure 2 below displays the gender distribution of the responders, both as a percentage and as incidence.

*Figure 2: Sex distribution of Respondents*



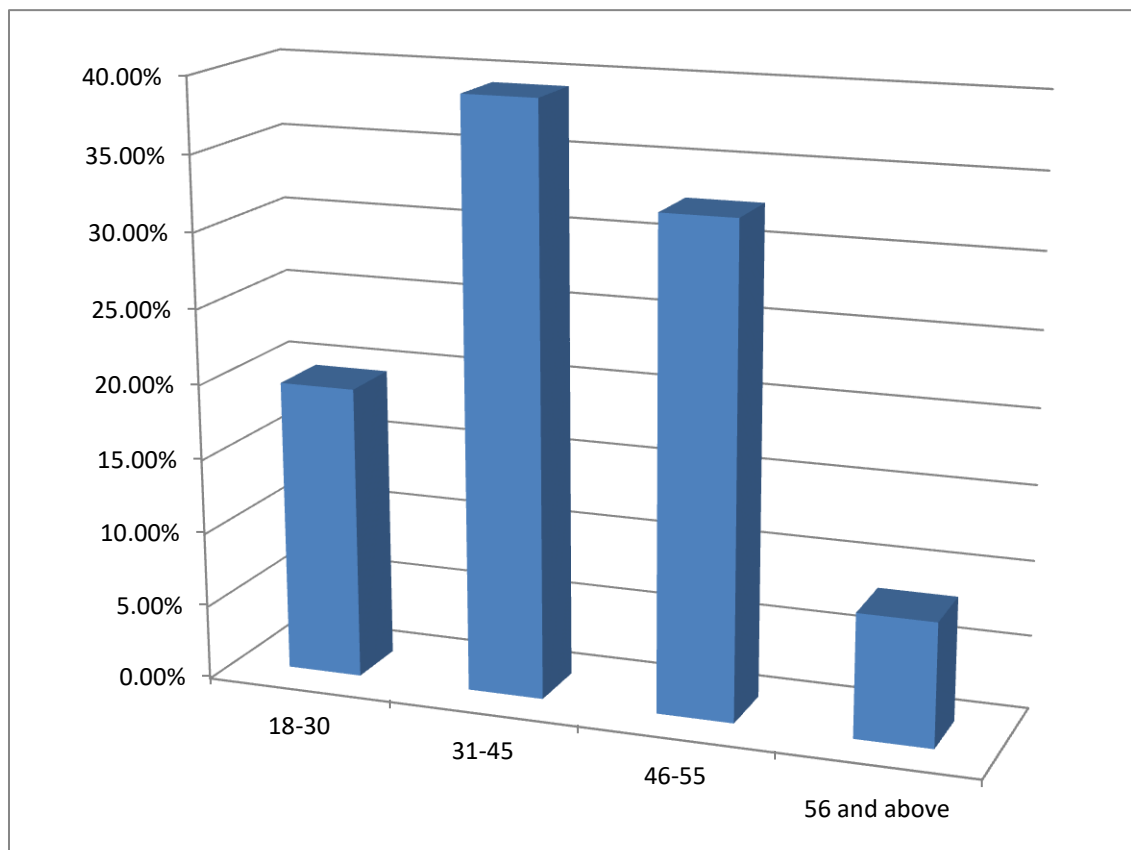
Source: Own survey, June 2024

There are more male respondents than female respondents in the 150 person sample, according to the data shown in Figure 2. Male respondents made up 34.34% of the sample, while female respondents made up 65.35%. This indicates a higher percentage of female respondents than male respondents.

#### 4.1.2. Age Distribution of Respondents

Age is yet another important factor to take into account while analyzing the data. Age often indicates a person's level of maturity; it has little to do with whether or not they understand the importance of their societal responsibility. Figure 2 below displays the age distribution of the respondents.

*Figure 3: Age Distribution of Respondents*



*Source: Own survey, June 2024*

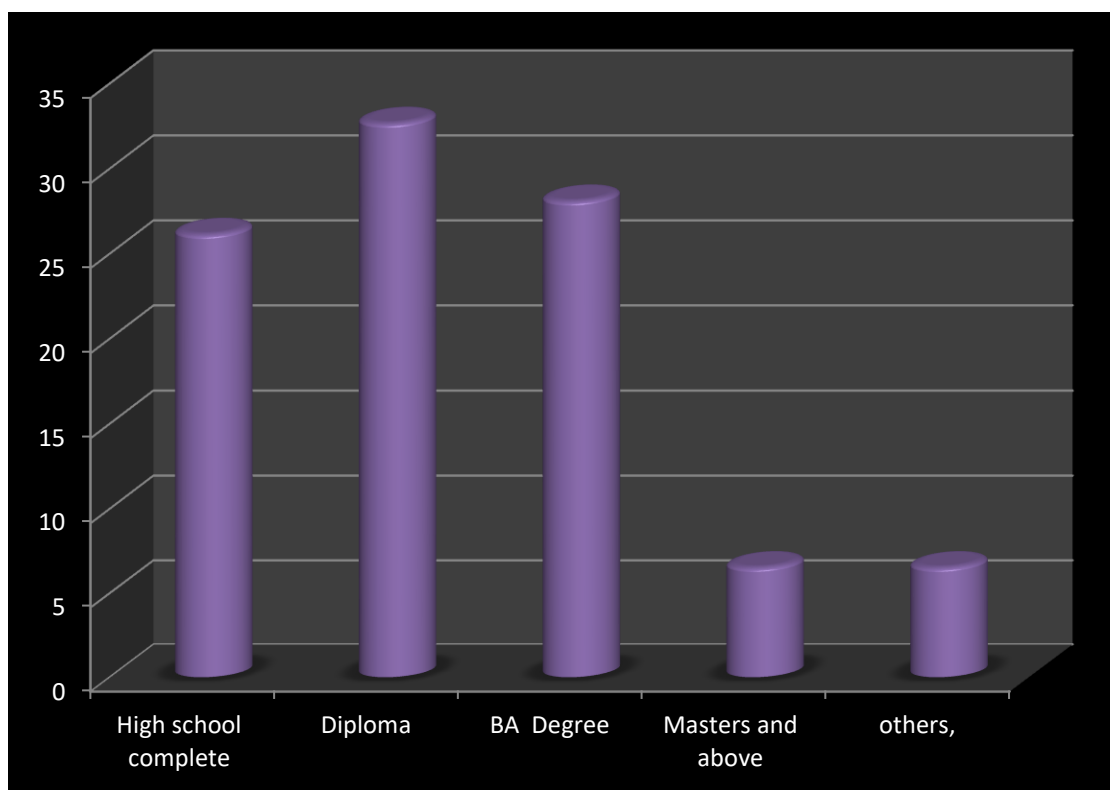
The age group comprising the bulk of responses, 39.2% of the 153, is between 31 and 45 years old, as can be seen above. In addition, the age distribution of the respondents was as follows: 32.6% were between the ages of 46 and 55, 19.6% were between the ages of 18 and

30, and 8.4% were over 56. That the majority of responders are middle-aged was made rather clear by this.

#### 4.1.3. Educational Status of respondents

Education can affect a person's perspective on the world and their way of thinking. It is highly likely that a person's educational background will affect how they respond to the study. For this reason, the researcher thinks it's important to know the educational background of the respondents. The data pertaining to education are presented in Figure 3.

*Figure 4: Educational Status of respondents*



Source: Own survey, June 2024

As shown in the figure above, all the respondents are educated. Out of the 150 of the total number, 40 (26.14 %) of respondents High school completed, 50 (32.67%) hold Diploma and 43 (28.10) hold first degree while the rest 10 (6.53 %) have their master's degree and above and also others respectively. Therefore, it is fair to say that all study participants are educated and may have a good level of understanding about Corporate Social Responsibilities and issues pertaining issues.

## **4.2 Corporate Social Responsibility Engagement/Practice of EBS**

This section covers the descriptive analysis of the data collected via questionnaires during the course of the study. Respondent data was gathered using Five Point Likert Scale questions, which varied for all survey research variables from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). For every question, there were 150 responders (N). The questions related to each component are listed below, accompanied by a descriptive statistic that shows the respondents' level of agreement. Interview responses arranged thematically are also included for analysis in addition to the quantitative results.

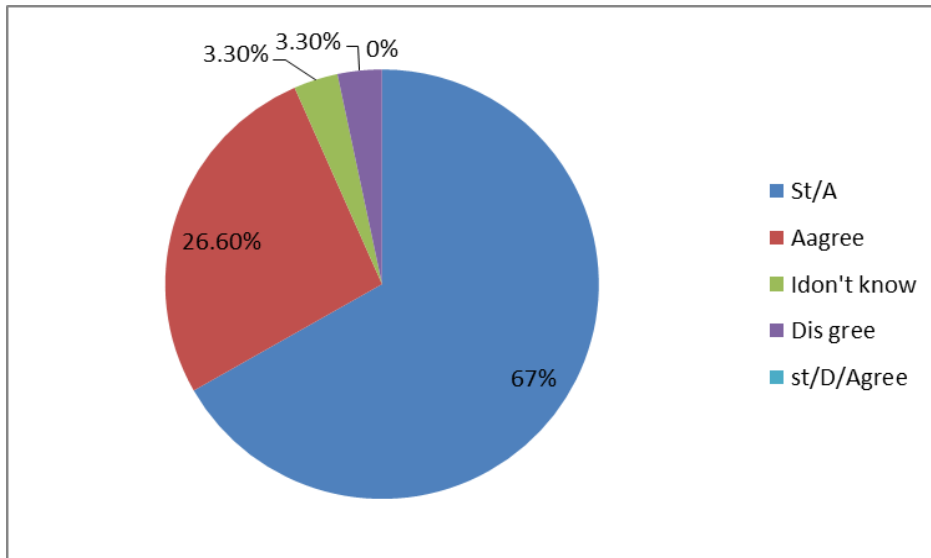
## **4.3 Ethical and philanthropic aspects**

In most circumstances, any individual, group, company, corporation, or political party may have a variety of affects on the society in which they are employed and reside. In light of this, one may contend that corporate actions have even more obligations in terms of reach, scope, relevance, or influence to the social environment and sustainable development. Providing aid to impoverished communities is among the philanthropic obligations that corporations can undertake. As a result, the respondents were asked to rate their agreement with the following CSR practices. More and more people are of the opinion that, in addition to maximizing profits, corporations should actively participate in resolving social concerns because doing so is not only in their best interests financially but also morally (Barclift, 2012).

### **4.3.1 Supporting disadvantaged groups and people**

Social resources are used by businesses, including the media, and it is the management's duty to utilize them to their fullest potential. As part of its charitable duties, the media should be concerned about societal issues and work to support marginalized communities. The best approach for a corporation to become a citizen of the society it operates in is through Corporate Social Responsibility (CSR). Figure 5 below shows the respondents' level of agreement with EBS's television practice of supporting poor community groups.

**Figure 5: Support for disadvantaged groups and people**



Source: Own survey, June 2024

The aforementioned chart effectively captured the degree of agreement among respondents regarding EBS's support of marginalized individuals and groups in society. The overwhelming majority of respondents (100, or 67%) said they wholeheartedly concur that EBS television carries out programs to support underprivileged communities and groups. Almost forty (26.6%) of the participants agreed that EBS television helps disadvantaged people. 5 (3.3%) of the participants said they were unclear as a result. Five people (3.3%) disagree with the question that was posed.

EBS television benefits the less fortunate members of society as well as people, as can be inferred from the figures above. According to station managers, the respondents' beliefs align with the station's beliefs. This plan is highly regarded by the television station administration and is operational in theory.

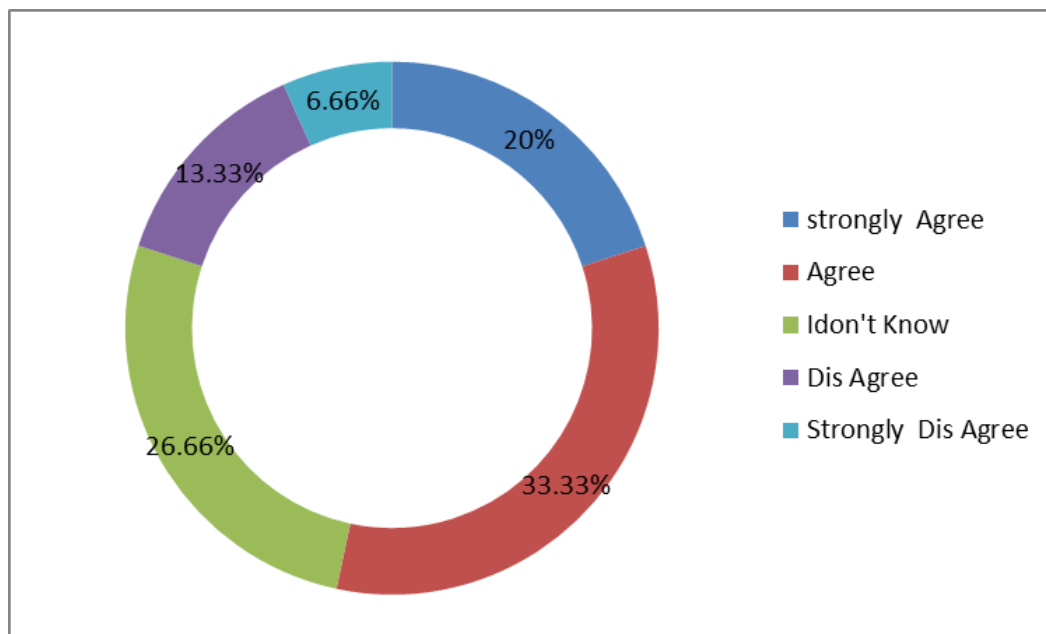
*‘In fact we are a profit making organization; however, we are not solely focused on profits. We involve in several societal affairs that can better build our community. We believe that when the community is better our business will be better as well’.*

*EBS Television Marketing Department Head*

### 4.3.2 Encouraging the community to develop education, health and similar infrastructure

Initiating projects that enhance community life is another avenue for firms to exhibit their social responsibility. Participating in community-driven projects is an ideal approach for organizations like EBS to identify issues within their own neighborhood and offer solutions that will benefit the entire community. The degree of agreement among respondents about the EBS television practice of endorsing community-enhancing projects is illustrated in the following figure.

**Figure: 6 Encouraging the community to develop**



Source: Own survey, June 2024

The majority of respondents said that they agreed when asked if EBS participates in initiatives that enhance community life, as seen in the above figure. 20% of respondents strongly agree, and 33.3% agree. In contrast, 26.66% of respondents express no opinion in response to the same query. In contrast to the other groups, a smaller majority of study participants 13.33% express disapproval over EBS's involvement in community-enhancing programs. As a result, the remaining 6.66% strongly disagree that EBS should be involved in many initiatives that enhance community life.

### 4.3.3 EBS Television: Provides funding to support local development projects

It is required of media organizations like EBS to contribute to the creation of a more sustainable future and include it in their CSR strategy to fund and support regional development initiatives that have a significant beneficial impact and directly meet community needs. Respondents to the survey were asked to indicate how much they agreed with EBS's attempt to fund local development initiatives. Their reaction is shown in the table below.

*Table,1 Funding to support local development projects*

<b>EBS Television: Provides funding to support local development projects</b>	<b>strongly Agree</b>	<b>Agree</b>	<b>I don't Know</b>	<b>Dis Agree</b>	<b>Strongly Dis Agree</b>
		26.66%	53.33%	13.33%	6.66%

Source: Own survey, June 2024

The majority of respondents, or 53.33%, indicated that they agreed that EBS is financially supporting local development projects within the community in which it operates, as shown in the table above. Furthermore, roughly 26.66% of the respondents said they highly agreed with EBS's commitment to funding regional development initiatives. While 13.33% of poll respondents are indifferent, the remaining 6.66% and 1.3% disagree, however there isn't a clear disagreement.

### 4.4 Legal Responsibilities

When choosing what to watch on television, people are more likely to choose and stick with shows they trust. a portion of the framework that is most likely defined by the regulations controlling how it functions. Society has established the minimal rules that dictate how businesses should behave, in addition to recognizing them as legal economic entities. These laws and regulations, which make up these rules, are essentially the way society interprets "codified ethics." According to national, state, and local lawmakers, they set forth the fundamentals of moral corporate conduct. Therefore, in order for any kind of organization, including the media, to continue operating, it is expected and necessary that they abide by these laws and regulations Carrol, (1991). The questions posed to respondents were based on Carroll's suggestion regarding the legal issues of corporate social responsibility.

**Table 2, Legal Responsibilities**

No.	Items	S. Agree	Agree	I don't Know	Diss Agree	Strongly dis agree
1	EBS Television abides by the country's laws, regulations and guidelines while carrying out its social responsibility and charitable activities.	23.33 %	40 %	20 %	13.33%	3.33%
2	EBS Television complies with federal, state, and local laws and regulations in conducting its regular operations outside of its charitable activities.	26.66%	40%	6.66%	10%	16.66%

Source: Own survey, June 2024

Considering the fact that media industries plays a significant role in the knowledge empowerment and societal education of the country, and it is obeying by the law to serve the society. According to Ethiopian Media proclamation number 1238/2021

*Media organizations are expected to discharge their legal duty in a responsible manner with high ethical standards and professionalism. They are expected to encourage free flow of ideas, entertain diversity of views and contribute to strengthen dialogue among the public.*

*(Proc.No. 1238/2021 part 4 No. 1)*

As shown above in the table majority of participants 40% in the survey agreed when asked if EBS Performs in a manner consistent with expectations of government and law. Similarly, 23.33% of participants show their strong agreement concerning the issue. Then a relatively a number of participants 20% prefer to remain neutral. And 13.33% of respondents disagree with the idea and the rest 3.33% of participants say strongly disagree that EBS performs in a manner consistent with expectations of government and law.

Accordingly, respondents were asked to rate their degree of agreement that EBS television work complies with various federal, state, and municipal legislation in order to verify EBS's compliance with the law in formal media operations. As a result, 40% of sample respondents

agree with the question posed. In a similar vein, 26.6% of the sample respondents highly agree with the issue, while the remaining 6.66% are neutral, 10% agree, and the remaining 16.66% strongly disagree. Regarding that, sample respondents who indicated how much they agreed with EBS's efforts to meet its legal commitments to society stakeholders were asked to provide feedback.

EBS television is carrying out its legal obligations as part of its CSR program, according to the aforementioned finding. Recipients expressed satisfaction with the organization's efforts to comply with local, state, and federal regulations, fulfil legal commitments to stakeholders in society, and perform in a way that is compatible with legal standards. A firm can remain lucrative if it complies with all legal requirements. (Carrol 1991).

#### **4.5 CSR Activities integrated into business**

Customer interactions are one of the most crucial indicators of CSR performance, according to Rais and Goedegebuure (2009). The current study's primary focus was on the following subjects: Public recognition and acceptance of organizations that conduct good activities and maintain moral ideals are higher. These principles are used by EBS Television to win over the market, and the station's philanthropic and social responsibility efforts help to improve its reputation.

This suggests that EBS can build smooth relationships with its audience and grow its following by fulfilling the aforementioned business-related corporate social responsibilities. Customers are the lifeblood of any company. Businesses include CSR efforts into their business plans in part to meet the demands of their clientele. Rathnasiri (2003) and Fernando (2010). In truth, there are no legal requirements associated with CSR projects aimed at improving audience/consumer relations; they are completely optional. The statistics indicating the respondents' level of agreement is displayed in the table below.

**Table 3, Practicing social responsibility connected with the recognition**

No	Items	S. Agree	Agree	I don't Know	Diss Agree	Strongly dis agree
1	Practicing corporate social responsibility is connected with the recognition and acceptance of organizations.	70 46.66%	40 26.66%	10 6.66%	20 13.33%	10 6.66%
2	EBS Television uses corporate social responsibility and philanthropy as a way to gain acceptance in the market.	40 26.66%	60 40%	- -	20 13.33%	30 20%
3	In your opinion, do you believe that corporate social responsibility and philanthropic activities being carried out by EBS Television contribute to the recognition of the station?	80 53.33%	50 33.33%	- -	10 6.66%	10 6.66%

Source: Own survey, June 2024

Based on the respondents' agreement with the notion presented in turn number one, out of 150 total respondents, 70 (46.66%) said they strongly agree with the idea, and 40 (26.66%) stated they agree. Furthermore, 20 (13.33%) disagreed, 10 (6.66%) strongly disagreed, and 10 (6.66%) respondents said they were in the neutral category.

The second concept in the table above is Of the total responders, 60 (40%) agreed and 40 (26.66%) strongly agreed. On this topic, no one responded in a neutral manner; 20 respondents (13.33%) opposed, and 30 respondents (20%) strongly disagreed. Regarding the participants' response to the third proposition, 53.33 % of the 80 respondents strongly disagreed with the concept that was proposed. 50 more people agreed (33.33%) As in the last example, no response was received in the middle; instead, 10 respondents (6.66%) said they disagreed and disagreed strongly.

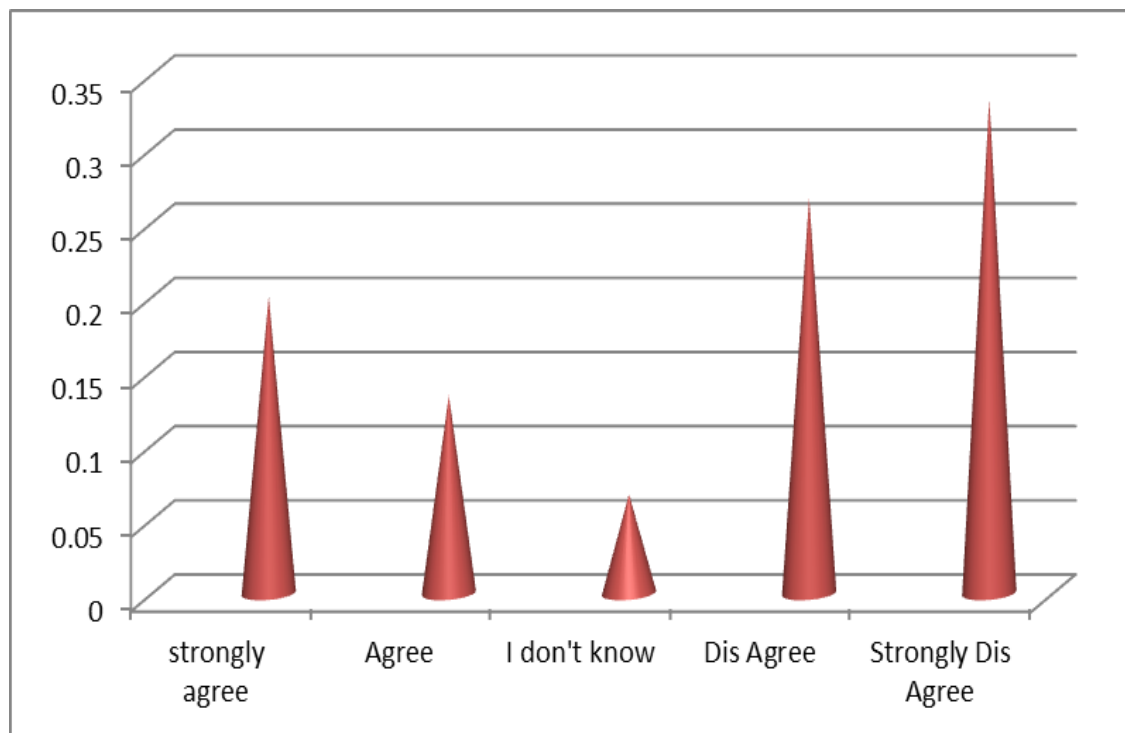
According to the above-mentioned proposals made by the respondents, the consensus among them on all three ideas suggests that the community will welcome organizations engaged in corporate social responsibility and readily accept their services. It is evident from this vantage point that EBS Television is becoming more popular with viewers as a result of its CSR initiatives.

## 4.6 Intention of practicing corporate social responsibility

Respondents' agreement on all three ideas, as suggested by their above remarks, suggests that the community will embrace and readily accept the services provided by organizations engaged in corporate social responsibility. According to this perspective, EBS Television's corporate social responsibility initiatives are helping it achieve more traction with consumers.

**EBS Television provides socially responsible services and doing charity work with the intention of benefiting the society only.**

*Figure: 7 CSR for benefitting the society*



Source: Own survey, June 2024

Among the 150 respondents who expressed their agreement with the above information, the majority of respondents disagreed and strongly disagreed with the above statement. A total of 90 (60%) responded dis agree and strongly dis agree in general. On the contrary, 40 (26.66%) of the respondents agree with the Idea. 10 (6.66%) of the total respondents were in the middle of not wanting to agree or disagree. In response, 90 (60%) of the respondents indicated that they did not think that EBS television's social responsibility initiatives were solely carried out for the good of society.

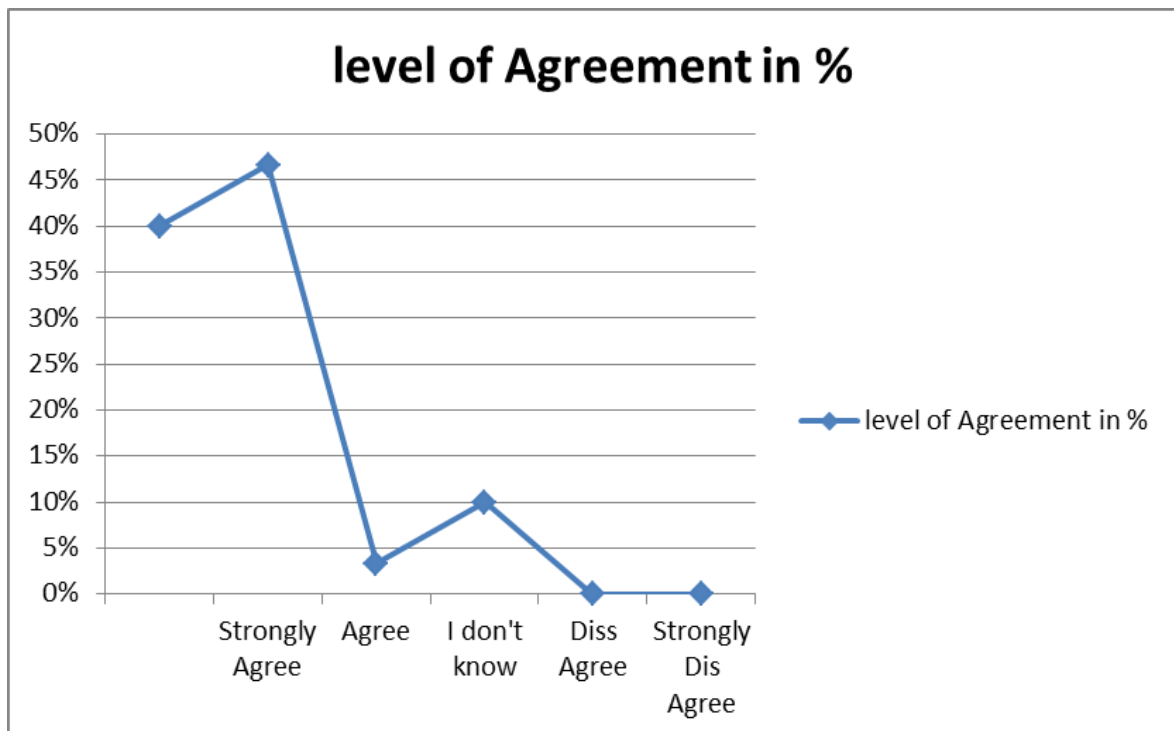
## 4.7 Acceptance of CSR activities by the society

EBS Television's social duties and charity endeavors are acknowledged and accepted by the general population. Communities ought to assist organizations that practice corporate social responsibility. Individuals will cooperate more to guarantee the success of institutional initiatives if they comprehend and value the work that these organizations perform, whether or not they personally benefit from those good deeds. Should it be successful, it will pave the way for similar projects to be carried out in the future and the institutions' capacity to enhance their work.

Furthermore, the institutions' name and brand will stand out more if society recognizes and values this role they play in society's understanding and acceptance of the institutions' goods and services. Thus, in order to determine the respondents' degree of agreement that EBS television's charitable activity and corporate social responsibility are valued by society, the following response to the survey was given.

**The social responsibility and philanthropic activities carried out by EBS Television are accepted by the society.**

*Figure 8, Acceptance of CSR activities by the society*



Source: Own survey, June 2024

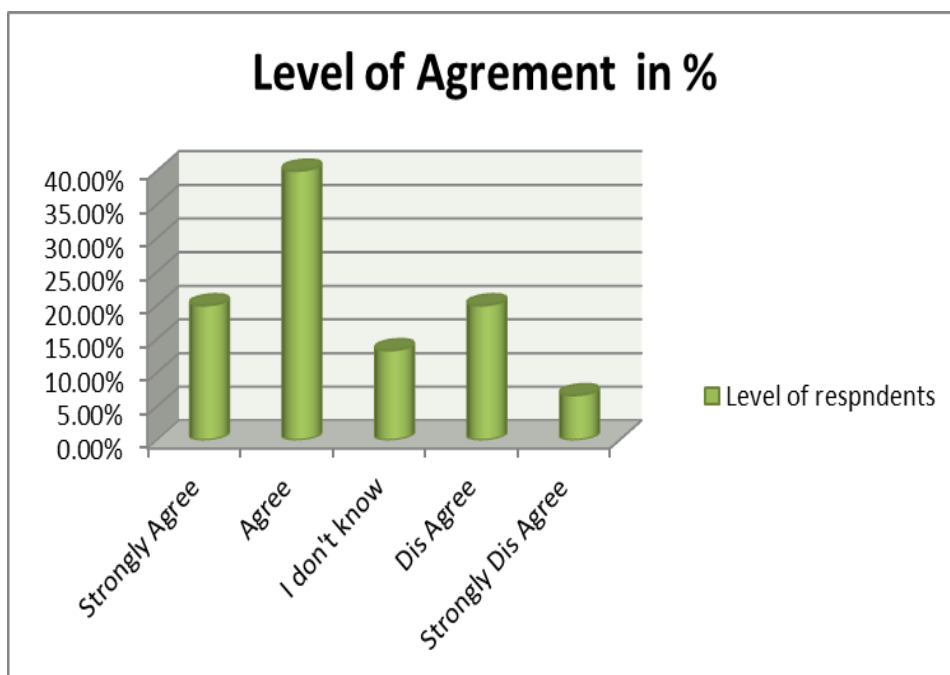
Of the 150 responders, 60 (or 40%) said they strongly agreed with the suggestion, as seen in the above statistic. Comparatively, 70 (46.66) of them expressed agreement with the suggestion. However, 5 (3.33%) of the participants said they were unsure. 10 percent, or 15 respondents, disagreed. However, no one has responded to express that they vehemently disagree with the aforementioned notion. The community's acceptance of EBS Television's CSR initiatives is demonstrated by this response rate.

#### 4.8 Corporate Social Responsibility vs culture, traditions and values

Organizations have a social responsibility to uphold cultural norms, values, and religious traditions in addition to society norms. If this isn't the case, society won't be able to accept the acts made if they ignore the culture, its values, and the religious system, regardless of how beneficial they may be. Society benefits from social responsibility, but it cannot accept the work done if its values, culture, and religious system are ignored. As a result, the following responses are offered to the question of whether or not EBS Television's social responsibilities respect the society's culture, values, and religious systems.

**EBS Television respects the society's culture, traditions and values as well as religious systems while carrying out its social responsibility and doing good deeds.**

*Figure, 9 Corporate Social Responsibility vs culture, traditions and values*



Source: Own survey, June 2024

As seen in the above image, the respondents shared their thoughts on the notion that EBS Television upholds religious systems in addition to society's customs, values, and culture while fulfilling its social duty and performing good deeds. This indicates that of the 150 responders, 30 (20.00%) said they strongly agreed and 60 (40%) said they agreed. 20 (13.33%) respondents indicated they were unsure, 30 (20.00%) disagreed, and 10 (6.66%) said they hadn't heard anything.

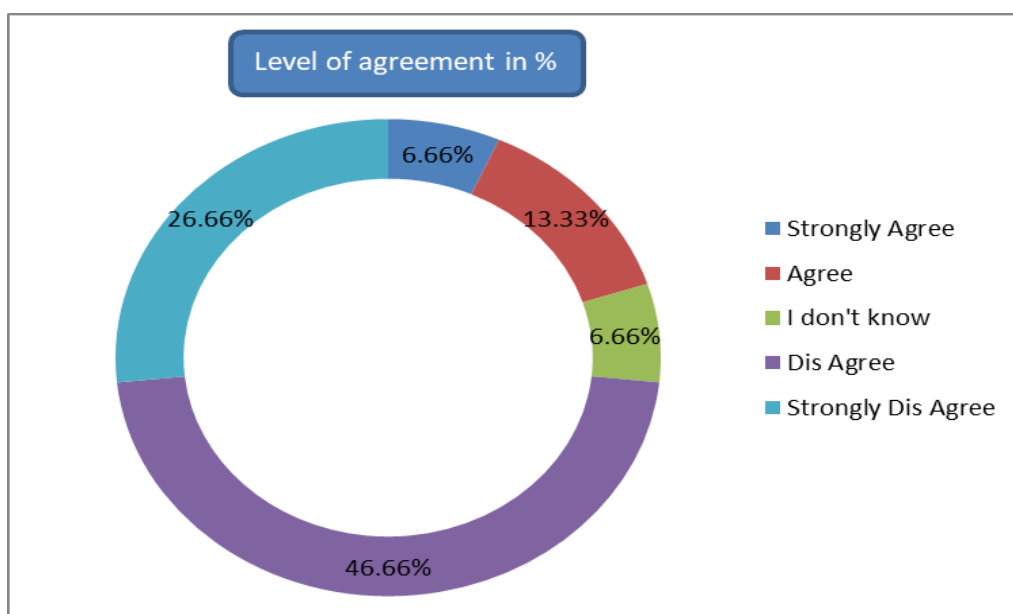
In total, the data presented above indicates that 90 (60%) of the total respondents agree with the idea and agree that EBS Television protects the community's culture, values, and traditions, as well as religious systems, in its social responsibility activities.

*“Before engaging our audience in any of our social responsibility efforts, we first discuss the overall issue with our clients. We make an effort to conduct ourselves in a way that respects both the religious and the cultural order of the people, whether that is throughout the process or while filming. We consider all Ethiopians to be the target audience for our work, and since the media particularly EBS is the platform of choice for the public, we must safeguard it. For this reason, we are transparent and circumspect when it comes to such matters.’’.*

*EBS Television Marketing Department Head*

#### **4.9 Do you agree that EBS Television's corporate social responsibility has had an impact on other competing institutions?**

**Figure, 10 Impact of CSR on competing institutions**



Source: Own survey, June 2024

The respondents' level of agreement is represented by the numbers in the following diagram. In other words, 46.66% of all responders are not in agreement. Number-wise, 26.66% of respondents said that they strongly disagree, placing them in second position. 6.66% of respondents indicated that they did not know, which the lowest percentage is. 13.33 and 6.66 respondents, respectively, indicated that they agreed and strongly disagreed with the response.

The aforementioned statement demonstrates that EBS Television's efforts towards social responsibility have no bearing on their job. Because any television station or organization can become well-known and have its name acknowledged if it can work toward its goals and produce the desired outcomes. Only the objectives established by EBS Television will be served by this social responsibility initiative. When others strive for the same objectives as you do, you can regard them as effective.

*“ We are doing this work to fulfil our social responsibility and to increase the number of viewers of EBS TV and make the TV station popular, not to influence any competing institution. Any television station can gain viewership and recognition based on the quality and content of the program it is working on.”*

*EBS Television Marketing Department Head*

## 4.10 Others

*Table 4, Level of Agreement of the respondents*

No	Items	Scale	No. Res	Level (%)
1	EBS Television's social responsibility function is only to fulfil the weekly television programs and attract the attention of the viewers. Agree with the idea	Strongly Agree	25	16.66%
		Agree	30	20%
		I don't know	10	6.66%
		Dis Agree	35	23.33%
		Strongly Dis Agree	50	33.33%
2	EBS Television as a media institution has a responsibility to actively participate in activities aimed at alleviating the problems of the society.	Strongly Agree	80	53.33%
		Agree	35	23.33%
		I don't know	5	3.33%
		Dis Agree	25	16.66%
		Strongly Dis Agree	5	3.33%
3	EBS Television has been successful in increasing the station's profits by fulfilling its social responsibility and doing good deeds.	Strongly Agree	70	46.66%
		Agree	30	20%
		I don't know	-	-
		Dis Agree	30	20%
		Strongly Dis Agree	20	13.33%
4	EBS's social responsibility and philanthropic activities create awareness and motivation among the community.	Strongly Agree	35	23.33%
		Agree	110	73.33%
		I don't know	5	3.33%
		Dis Agree	-	-
		Strongly Dis Agree	-	-

Source: Own survey, June 2024

The percentages that the respondents provided with respect to the concepts listed in the above table are shown. This indicates that 50 respondents, or 33.33% of the total, make up the bulk of the responses to the first Idea. The responders conveyed their disapproval of the suggested concept. Of the respondents, 35 (or 23.33%) stated they disagreed with the proposal. 85 respondents, or 56.66%, said they disagreed with the proposal. However, 25 responders (16.66%) disagreed with the proposal, whereas 30 respondents (20%) agreed. I'm not sure was stated by the remaining 10 (6.66%) respondents.

Likewise, 70 (46.66%) of the participants said that they strongly concur with the second statement presented in the table. Subsequently, thirty (20%) participants expressed agreement. However, 50 people (33.33%) disagreed and disagreed strongly. I don't know anyone who answered this question out of the 150 responders that answered.

The idea that EBS's social responsibility and philanthropic activities create awareness and motivation among the community is supported by the majority of respondents, 110 (73.33%) of whom indicated in their answers that they agree with the third idea in the table. 35 responders, or (23.33%), also indicated that they strongly agreed. Five respondents, 5 (3.33), said they had no knowledge at all.

## **4.11 Discussion**

The researcher attempts to discuss the results of the data analysis in these sections of the research report, drawing on the conceptual framework of the study that is referenced in the report's literature section.

### **4.11.1 Economic Dimension**

Gonzalez-Rodriguez (2015) argues that a business needs to meet its financial commitments, which include paying back investors' money, taking the lead in the market, making the most money possible, making sure customers are happy and loyal, paying employees fairly, giving customers fair prices for their products, and promoting their products and services through advertising campaigns. The economic duties are at the base of Carroll's CSR pyramid. It requires generating revenue. Profit generation and fair pricing of goods and services for society's benefit are the primary objectives of commercial enterprises. The distribution of profits to shareholders and other investors is necessary for a business to remain in operation and grow.

Based on the data analysis, the respondents were questioned regarding the extent of CSR procedures at EBS, including how much money was set aside for CSR projects, how audience complaints were handled, how well human resources and services were being monitored, and how to raise awareness of CSR and competitive advantage. The findings indicate that EBS might potentially boost its earnings and gain a competitive advantage by tackling social issues and garnering public support for its CSR endeavours. Economic responsibility is seen as corporations' primary obligation, as the researcher tries to make clear in the study's

literature section. The community, the environment, and a company's interactions with stakeholders all affect the economy. To be economically responsible means to maximize the interests of all parties involved, not just shareholders.

#### **4.11.2 Legal Dimension**

Governments are willing to assist corporate social responsibility (CSR) initiatives in addition to their on going environmental and social programs in order to further long-term national goals, as the literature analysis made clear. Governments are starting to play a major role in developing the framework for corporate social responsibility (CSR) with the assistance of international organizations, local and international non-governmental organizations, and/or managed, goal-driven initiatives. According to the research data analysis, EBS's improved reputation can be attributed to its ability to create a CSR framework that strives to respect cultural norms and values, honour socially and religiously significant practices, raise awareness of pertinent laws and regulations, and uphold legal standards for services.

#### **4.11.3 Ethical Dimensions**

Beyond legal obligations, ethical duties involve newly emerging ideals and norms that the public expects a firm to adhere to, and they are also of a higher caliber than those required by the current legal system. The ethical domain in the three-domain model concerns how relevant stakeholders and the general public see the business's ethical responsibilities. This includes adhering to national and international ethical standards. Strictly focusing on the conventional, consequentialist, and deontological general ethical standards, the three-domain approach both broadens and refines Carroll's conception of the ethical domain derived from this expansive definition.

It can be concluded from the data analysis that EBS Television is carrying out its social obligation in an ethical manner. Because it demonstrates the respondents' agreement that it respects the customs and values of the local culture and religious system.

#### 4.11.4 Others

During the interview, the officials discussed various ideas, one of which is that EBS Television, in addition to its own social responsibility initiatives, should encourage other people and organizations to collaborate with them on charitable endeavours by providing airtime for their weekly programs on the station. Additionally, members of the community who have received various forms of support and assistance from EBS and have gone on with their life are inquiring as to where they have ended up following the support, and the television station is constantly striving to effect change.

*‘EBS, as a media institution, is expected to educate, stimulate, and help the community and ensure that our national values are preserved. Among the missions of the media institution, they are also mentioned. We use a variety of methods to implement these needs that are part of our mission. One of these ways is to make the institution practice its social responsibility by preparing programs that can support the community and encourage cooperation and unity along the way. Therefore, we take social responsibility as a strategic objective and do our best to help our society and support each other. In this process, there are social responsibility activities that we do on our own within the capacity of the institution.*

*We also facilitate the conditions to be implemented by the partner institutions that work with us. Also, we encourage individuals and institutions that present their programs with airtime on our station to participate in this sector. An example of this is the way of righteousness that is presented on the EBS program of the sword. In this way, as I said before, the conditions for the beneficiaries who are able and able to reach them will be facilitated both by us and by the sword. Therefore, one of the purposes for which the site was established means that it has facilitated a way to further develop the value of solidarity and support among the community. In addition, we believe that it has created conditions for our culture of mutual aid to be strengthened, and thus it has been possible to educate the society.’*

*EBS Television Marketing Department Head*



**የሳምንቱ ... የመግቢያ ሞኖሎግ እና የፅድቅ መንገድ | Seifu on EBS**

23K views 2 yr ago #SeifuFantahun ...more



**ሰይፉ በኢቢኤስ ከአሜሪካ ... ከተመልካች የተላኩ አዝናኝ ቀልዶች... የፅድቅ መንገድ | Seifu on E...**

53K views 1 yr ago #SeifuFantahun ...more



**ሰይፉ በኢቢኤስ ከአሜሪካ ... ከተመልካች የተላኩ አዝናኝ ቀልዶች... የፅድቅ መንገድ | Seifu on E...**


53K views 1 yr ago #SeifuFantahun ...more

Source: EBS you tube page

“In addition to that, by inviting the families, and individuals that EBS has supported in various fields, what they have achieved, and their overall change after the support, either by being present at their place or even inviting them to the studio, we will let the community see it, and the community will have more faith in our work. We believe that this will not only build the community's trust in us but also teach people how much change they can make if they are helped a little. That is why we say that EBS Television operates with social responsibility as one of its strategic missions.”


*EBS Television Marketing Department Head*



 //የቀድሞ የአዲስ ምዕራፍ ባለ ታሪኮች የት ደርሰው ፡  
ይሆን? //ከሌሎች ወደ ሚሊዮኖች..ከቤት ኪ...



Source:- EBS you tube page

 //አዲስ ምዕራፍ// ከእንባ ወደ ሳቅ...የቀድሞ ፡  
የአዲስ ምዕራፍ ባለታሪክ //አሁን በኢ.ቢ.ኤስ//



/አዲስ ምዕራፍ/ “እድሜ ለእናንተ ከህልሜ ተገናኝቻለሁ”..የቀድሞ የአዲስ ምዕራፍ ባለታሪክ...



ebstv worldwide · 101K views · 12 days ago



Source:- EBS you tube page



//አዲስ ምዕራፍ// በ13 አመቷ እናት የሆነችው ዋንቲያ የት ደረሰች? /አሁኗን በኢቢኤስ/



ebstv worldwide · 871K views · 8 months ago

## CHAPTER FIVE

### 5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the key findings of the study, draws conclusions from the discussions, analysis, and presentations in the other chapters, and makes any recommendations that the pertinent and significant bodies in question could find helpful. Recommendations are provided in light of the main findings.

#### 5.1 Summary of major findings

The media industry is essential to the advancement of every nation. In recent years, Ethiopia has made significant progress, mostly attributable to the media industry. Since the advent of private media, the media industry has expanded rapidly. EBS is a relatively new private broadcast media outlet in Ethiopia.

The benefits and strategies of corporate social responsibility in EBS television were examined in this thesis. It illustrates how EBS Television's dedication to corporate social responsibility is benefiting the cause more. Some businesses see the cost of corporate social responsibility (CSR) programs as needless and exorbitant as they don't increase revenue, but others see CSR as an ethical obligation and an investment that pays off in many ways.

This study attempts to address several significant subjects, one of which is the CSR practices of EBS Television. The study's conclusions make it abundantly evident that EBS Television's CSR efforts play a key role in promoting a constructive rapport between the business and the community. As per the poll, EBS television mostly makes contributions to CSR's humanitarian endeavours, encompassing education and supporting the impoverished. The third component of CSR that was assessed on EBS television was legal responsibilities. When it came to fulfilling this CSR requirement, EBS also performed admirably. The study's conclusions show that EBS television follows all applicable laws and regulations in its operations. Likewise, EBS complies with a plethora of federal, state, and local regulations. EBS also fulfils its legal obligations to society's stakeholders.

The majority of respondents to the recommendations in Table 3 of Chapter 4 above have said that they think that the acceptance and recognition of the station's brand and reputation is tied to the social responsibility initiatives and philanthropic endeavours carried out by EBS.

Furthermore, the majority of respondents stated that EBS Television plans to use its charitable giving and social responsibility as a means of gaining acceptability and reputation for the business. Furthermore, the majority of respondents expressed their belief that EBS television will become more popular and acceptable to viewers as a result of the station's philanthropic and social responsibility efforts.

Based on these answers, it appears that organizations especially media organizations will see a shift in viewership and revenue as they carry out their social obligations. As a result, the concepts presented in this table generally suggest that EBS Television is becoming more well-known and useful when it fulfils its social obligation and engages in philanthropic endeavours. However, in response to the question that EBS Television is only socially responsible because it benefits society, over half of the respondents disagreed. This suggests that while the station runs this program to help society, it is not thought of as its exclusive goal. Based on the answers provided in Table 3, it is evident that EBS Television carries out its social responsibility by engaging in charity endeavours that not only benefit the society but also enhance its own brand and reputation for mutual gain.

The audience reported feeling differently as a result of EBS's social responsibility and humanitarian endeavours, and they were inspired to carry out charitable deeds, according to the study's other findings. Since educating and awakening the public is one of the primary goals of media organizations, the fact that EBS Television is able to do so through its charitable endeavours in addition to the weekly programming it offers is proof that one of these goals has been successfully carried out.

Seeing the advantages of CSR participation for EBS television was the study's other goal. As a result, the station is increasing audience trust, which is consistent with its positive reputation, strong brand, and devoted following. As the outcome demonstrates, one significant advantage of the station's CSR practices was Positive Audience Outreach, which increased profitability. The nationwide CSR initiatives made EBS more visible and attracted more public attention. These kinds of items are beneficial for advertising, promotion, and the use of other businesses by the audience in building trust. Additionally, the station gained from participating in CSR initiatives in terms of increased revenue generation.

How EBS stakeholders view or embrace this site's corporate social responsibility is another goal of this research. As a result, in addition to the audience, EBS stakeholders include the

station owners, management personnel, and staff. Therefore, it can be inferred from the feedback obtained from the questionnaire and the interview with the station's head that all parties involved in EBS Television's social responsibility are carrying it out, and that the station's management is carrying it out widely and with integrity. Furthermore, the information gathered from the surveys indicates that both the audience and the staff support this being carried out on a bigger scale going forward.

## **5.2. Conclusion**

This study was conducted to evaluate the benefits, problems, and practices of corporate social responsibility (CSR) in EBS television. The findings showed that the majority of respondents believed that CSR at EBS was applied well. The station has been engaged in philanthropic activities fulfilling the community basic needs. The station mainly contributes for the most part in philanthropic aspects of CSR like Education, supporting poor peoples, Reuniting lost families and others. Such experiences are recommendable for other similar media institutions that are generating a lot of income and doing their part for their communities.

The researcher came to the conclusion that EBS is currently employing CRS practices in an effort to achieve a competitive advantage based on the findings of the research surveys and interviews with responsible EBS television personnel. Through increasing awareness of corporate social responsibility (CSR) policies and their connection to obtaining a competitive advantage, the station managed to maximize its profit margin.

The report also shows that opinions about CSR practices among EBS stakeholders and society at large have stabilized at a reasonable level. Based on the interview, the researcher concluded that EBS is taking use of CSR to outperform its rivals, as demonstrated by its continued engagement in all facts of the CSR dimension (economic, legal, ethical, and environmental). The study also shows how society is beginning to understand that in order to be permitted to operate in a certain region, service providers must protect the environment, engage in community development, and maintain social standards.

According to the study, EBS Television's social responsibility can be summed up as follows: it recognizes its place in the community as a media organization, provides assistance when required, and fulfills its obligations as a media organization by inspiring and educating the public. Receiving the television station's words could be interpreted as evidence that other

organizations can work together to help those in need. As a result, the community has given the station more suggestions on how to help and support individuals in need. EBS Television's popularity has grown as a result of these and related shows. One may argue that the station's reputation and brand adoption were enhanced by his commitment to CSR.

In general, the weekly shows on EBS Television that highlight social responsibility and philanthropic endeavours have been anticipated and enjoyed by all viewers. One could claim that the channel outperformed other television networks in terms of awareness and popularity as a result of these shows.

### **5.3. Recommendations**

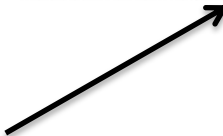
The findings of this research identify a lot of practices that EBS television is implementing as part of its CSR program. Due to the station's engagement in CSR practices benefits has also been gained in return. Hence, based on the finding of the research, the following suggestions are assumed to play a paramount role in improving the CSR practices and opportunities and solving, at list minimizing challenges of CSR practices by companies.

- ✚ According to the study's findings, EBS television is renowned for setting an example and keeping its CSR pledges. It is crucial to keep in mind that corporate social responsibility has benefits that go beyond monetary rewards. Because it could impact, for example, how customers view the business. As a result, other successful endeavors and media companies of a similar nature can benefit from the lessons learned by EBS television.
- ✚ The establishment of media institutions aims to educate and empower society. Mutual aid and cooperation can be used to boost society and increase the importance of cooperation if they receive a lot of media attention. If the others continue their sector-specific initiatives and encourage the social awakening, it is therefore possible to improve society and benefit the country's next generation.
- ✚ Since all the work done by media institutions is presented to the audience and gets a response from the audience, all the good work they do will get the recognition of the media institution and increase the number of viewers, so the stations are required to do community-oriented work.
- ✚ Institutions, particularly media institutions, are expected to incorporate social responsibility-focused activities into their programming because of the modern age

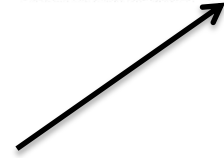
and the abundance of social media alternatives. With the possibility for popularity and exposure from mainstream media outlets, this can boost their social media following and viewership. Therefore, when EBS Television shares its social obligations and good actions on its social media accounts, it is evident that the number of viewers and followers is growing over time, allowing others to take inspiration from this.



ebs //እዲስ ምዕራፍ// "የመጨረሻ ምኞቴ ልጆቼ የተሻለ ኑ/ት እንዲሆን ነዉ" .../እሁድን በእቢኤስ...  
 ebstv worldwide · 349K views · 1 year ago



ebs //የቤተሰብ መገናኘት// "ልጄ ማን አረሰሽ .... ማንስ ውሀ አጠጣሽ" የDNA ውጤት መጣ //በቅዳሜ...  
 ebstv worldwide · 1M views · 1 year ago



ebs //እዲስ ምዕራፍ// የሁለት አመት ወንድሟን በልመና የምታሳድገዉ የዘጠኝ አመት ልጅ...../...  
 ebstv worldwide · 708K views · 1 year ago





ወደ ዲኤንኤ(DNA) የመራው ልብ ሰቃዩ ታሪክ  
"ልጅ እንደወለደኩሽ ሞታለች ብለውኝ ነው የነጠ...  
ebstv worldwide · 1.2M views · 1 year ago



*Source: EBS Television you tube page*

As we can see in the pictures above, what is the number of viewers of EBS Television's videos showing its social responsibility and good deeds that it puts on its social media options.

- ✚ In terms of further studies, the researcher proposes carrying out a more thorough investigation of corporate social responsibility (CSR), looking at many companies to find similarities and variances and, in the end, offering a more thorough response.

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## **APPENDIX I**

**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF JOURNALISM AND COMMUNICATION**  
**MA PROGRAM**  
**RESEARCH QUESTIONNAIRE**

Dear Respondents,

This study is conducted in partial fulfilment of the requirements for the Master of Art degree in Public Relation. A questionnaire is designed for the purpose of collecting data for the research work which is entitled “**ASSESSING THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY FOR BRAND IMAGE AND REPUTATION: CASE OF EBS TELEVISION**”. The objective of this questionnaire is to obtain your perceptions and views of EBS television regarding CSR practices and gaining brand imaging and reputation. Your cooperation to respond this questionnaire is very important to the study because it represents thousands of others who are not included in the sample. Thus, you are kindly requested to answer the questions honestly and you are assured that your responses will be treated confidential and used for only academic purpose.

**General Instruction:**

- Guarantee you that your responses will not be disclosed to any one
- Do not write your name on the questionnaire
- Please simply tick the most appropriate response with honesty and truthfulness

If you have any question, please contact me by the following address:

**Mobile: 0911-64 61 22**

**Email: [Teddytarikable@gmail.com](mailto:Teddytarikable@gmail.com)**

**Thank you in advance for your cooperation!!**

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**Part one: Demographic Data of the employee (Please put the tick (✓) mark in the box provided in front of the given below items)**

1. Please indicate your Gender      Male       Female
2. Age:    18-30     31-45     46-55     55 and above
3. Educational Background
- High school complete       Diploma       BA Degree
- Masters and above       others, please specify \_\_\_\_\_

**Part two: Questionnaire for respondents aimed to assess the level of Corporate Social Responsibility engagement of EBS television.**

- Put (✓) mark in the appropriate boxes that you choose
- Read the questionnaire about the social responsibility of EBS Television and indicate whether you agree or not.

1	Do you agree that EBS Television is supporting disadvantaged social groups and people.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
2	EBS Television voluntarily participates in projects that improve the quality of life in the community				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
3	EBS Television: Provides funding to support local development projects..				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
4	EBS Television abides by the country's laws, regulations and guidelines while carrying out its social responsibility and charitable activities.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
5	EBS Television respects the international agreements signed by the country when doing its social responsibility and performing charitable activities.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
6	Doing social responsibility and performing good deeds is connected with the recognition and acceptance of organizations.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
7	EBS Television uses social responsibility and philanthropy as a way to gain acceptance in the market.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
8	EBS Television is seen encouraging the community to develop education, health and similar infrastructure by providing financial support.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>

9	EBS Television provides socially responsible services and does charity work with the intention of benefiting the society only.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
10	In your opinion, do you believe that the social responsibility and philanthropic activities being carried out by EBS Television contribute to the recognition of the station..				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
11	The social responsibility and philanthropic activities carried out by EBS Television are accepted by the society.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
12	EBS Television respects the society's culture, traditions and values as well as religious practices while carrying out its social responsibility and doing good deeds...				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
13	EBS Television's social responsibility activities have been improving over time in terms of type and quality				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
14	Do you agree that EBS Television's corporate social responsibility has had an impact on other competing media stations?				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
15	EBS Television agrees that its CSR activities are only to complement the weekly television programs and to attract the viewer's attention.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
16	EBS Television as a media institution has a responsibility to actively participate in activities aimed at alleviating the problems of the society.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
17	EBS Television has been successful in increasing the station's profits due to its CSR.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
18	EBS Television is working on the CSR function to complement the weekly television program and capture the viewer's attention.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
19	EBS Television, as a media organization, has a responsibility to society.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
20	EBS television has been successful at maximizing its profits by doing CSR.				
	Strongly Agree <input type="checkbox"/>	Agree <input type="checkbox"/>	I don't know <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>

## **APPENDIX II**

### **Interview Guides**

1. Could you please tell me some of the main sectors or areas where the EBS Television engages in CSR activities?
  2. What efforts are made in the Television station to offer good community welfare?
  3. Does EBS television engage in CSR to improve community relation and how?
  4. Do you think proper implementation of CSR practices can help the station gain effective brand imaging and reputation?
  5. In what ways do you think the CSR practices of EBS television, helped in gaining brand imaging and reputation?
  6. Is the corporate social responsibility activity that you are working on at the strategic planning level or is it done as a supplement to the program?
  7. What is the starting point for you to be trusted by the management of CSR?
  8. What is the reception level of the television station after starting this CSR?
  9. EBS Television operates corporate social responsibility function to complement the weekly television program and capture the viewer's attention.
  10. What are the challenges that you are faces practicing CSR
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