



CAUSE MARKETING AND CORPORATE IMAGE OF TELECOMMUNICATION COMPANIES IN RIVERS STATE

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Abstract

The study investigated the relationship between cause marketing and corporate image of telecommunication companies in Rivers State. A cross-sectional survey design was adopted in accessing the study's subjects. Population of this study was limited to total active voice subscription in Rivers State, which according to National Bureau of Statistics, the total active voice subscription is 7,674,338. Spearman's Rank Correlation Coefficient and Partial Correlation Coefficient were used in testing the 4 proposed hypotheses. Findings indicated that there is a significant relationship between the dimensions of cause marketing (advocacy marketing and philanthropic sponsorship) and the measures of corporate image (referral and stakeholders' trust). It was therefore concluded that the dimensions of cause marketing (advocacy marketing and philanthropic sponsorship) contribute significantly towards achieving corporate image (corporate reputation and stakeholders' trust) of telecommunication companies in Rivers State. Thus, the study recommended that management of telecommunication companies should engage in programme that promote social values and have some element of social justice, as these actions would improve their public image. Additionally, strategists of telecommunication companies are encouraged to invest in sponsorship marketing in the area of social causes that improve the well-being of the society. These programmes are capable of enhancing stakeholder loyalty; particularly customers.

Keywords:

Advocacy Marketing, Philanthropic Sponsorship, Corporate Reputation, Stakeholder Trust.

Introduction

The Nigerian telecommunication industry has witnessed tremendous transformation within the last decade, and has become one of the viable industries that contribute immensely to the growth of the economy (Oyatoye, Aebiyi & Amole, 2019). According to Nigerian Communications Commission (NCC, 2019), by the end of 2018, telecoms contributed revenue of over 77.42% to the ICT sub-sector Gross Domestic Product (GDP) and 9.46% to national GDP. It was also

reported that the deregulation of the sector gave rise to an increase in active subscription, which grew from 400,000 lines in 2001 to 145.3 million lines in May 2017, resulting in a tele-density of 0.4% and 103.82% in both years respectively (NCC, 2020). Tele-density measures the percentage number of active telephone connections for every one hundred persons living within an area.

Research has constantly established that corporate image is related to decisions of stakeholders about the organization such as consumers' sensitivities of price level for services or goods. One of the ways of building corporate image is to gain the trust of stakeholders such as customers, suppliers, third-party distributors, host communities, security agencies, government regulators, financial institutions, etc. stakeholders' trust is pivotal in building corporate image (Ali & Zia, 2023). The significance of corporate image with respect to the performance of a firm has been studied in recent researches. According to Ali and Zia (2023), Upholding green orientation can develop corporate reputé, and in-turn enhances corporate image. Corporate image signifies a set of feelings, including the perceptions of customers, stakeholders, employees, media, and shareholders (Ali & Zia, 2023). Struggles to preserve a finest image can help boost consumer Organisational culture and harvest the benefits of publicity and positive word-of-mouth. Corporate image signifies the general impression of a firm. Akinsanya & Bach (2024) argued that corporate image is the product of public's perceived thoughts, belief, feeling and experiences about a company on its knowledge of the company.

While the growth in cause marketing suggests that business and charitable partners must be benefiting from these relationships, more needs to be understood by firms is how customers' perceptions about causes are shaped. This is evidence as marketing researchers had proposed that when a firm is paired with a popular cause, that association is a positive brand attribute that brings about the corporate image of the firm (Barone et al., 2025). An example is when MTN championed the show titled: "who wants to be a millionaire". The aim of the programme was to help people (irrespective of their background, religion or tribe) meet their financial obligations and/or empower them financial to meet their future endeavours. This programme was one of the most televised programme across television stations, and has a huge reach in

terms of audience and participation. This went a long way in building the image of MTN by associating the telecom firm as one who cares about societal welfare and the growth of people. Plethora of studies have examined the influence or relationship between cause marketing and several firm corporate image indicators (Madu, & Ogbuji, 2019; Andreasen, 2018). In view of the above scholarly works, this research departed from them by adopting advocacy marketing and philanthropic sponsorship as dimensions of cause marketing and used corporate reputation and stakeholders' trust as measures of corporate image.

Statement of the Problem

Corporate image is arguably one very crucial objective many firms strive to achieve, especially in the long-run. More so, the telecom operators in Nigeria are not exempted in this quest, given the nature of competition and business environment they operate in. Today's awareness and interest in the proper role of telecommunication companies in society has promoted the increased sensitivity to social, environmental and ethical issues. Environmental damage and improper treatment of consumers and other stakeholders are highlighted in the media. Many people have often seen telecom firms as those who are only interested on profit while neglecting proper service delivery; as network failures, sending unnecessary SMS messages, overcharging of data subscriptions and so on; are examples of what numerous Nigerians face on a daily basis. These have contributed to creating image issues for these firms.

These issues need urgent attention, and social marketers have proposed that with appropriate cause marketing strategies in place, many of these menaces could be eradicated (Andreasen, 2018; Chen, Chou, & Lee, 2021). Considering the challenges, it has been suggested by authors that exploring novel cause marketing strategies is necessary to stay competitive and improve firm corporate image. Taking care of society's well-being is good for telecommunication companies. It has been confirmed that such an action has positive effect on the image of telecom firms in the area of corporate reputation and stakeholder trust, especially in advanced countries. Hence, this study seeks to investigate the relationship between cause marketing and corporate image of telecommunication companies in Rivers State.

Aim and Objectives of the Study

The aim of this study is to examine the nature of the relationship between cause marketing and corporate image of telecommunication companies in Rivers State. Its objectives are to:

- i. determine the nature of the relationship between advocacy marketing and corporate reputation of telecommunication companies in Rivers State;
- ii. examine the nature of the relationship between advocacy marketing and stakeholders' trust of telecommunication companies in Rivers State;
- iii. evaluate the nature of relationship between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State;
- iv. investigate the nature of relationship between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State;

Research Hypotheses

Based on the highlighted research objectives and questions above, the following null hypotheses were formulated:

- H₀₁:** There is no significant relationship between advocacy marketing and corporate reputation of telecommunication companies in Rivers State.
- H₀₂:** Advocacy marketing does not significantly relate to stakeholders' trust of telecommunication companies in Rivers State.
- H₀₃:** There is no significant relationship between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State.
- H₀₄:** There is no significant relationship between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State.

Conceptual Framework

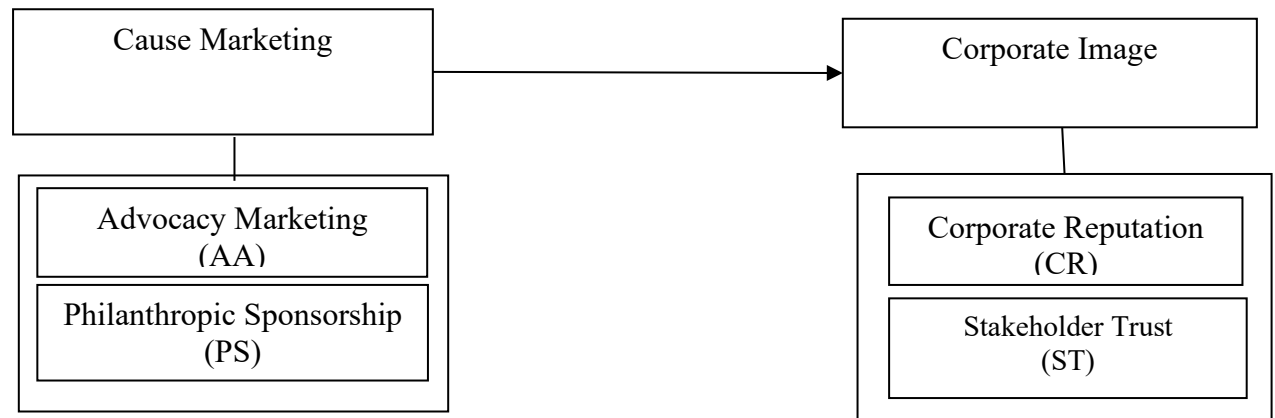


Figure 1.1: Conceptual Framework of the Relationship between Cause Marketing and Corporate Image

Source: Researcher's Conceptualization from Review of Related Literature, 2026; as adapted from Andreasen, 2018; Olubodun, et al., 2022.

Review of Related Literature

Theoretical Framework: The Attribution Theory was introduced by Fritz Heider's (1958) in their book titled: "Psychology of Interpersonal Relations". The Theory deals with how the social perceiver uses the information to arrive at causal explanations for events. It examines what information is gathered and how it is combined to form a causal judgment through both internal and external attributes. Regarding the internal attributes, the values and internal characteristics of targeted consumers can fit for cause marketing, as well as the external attributes that can be the cause marketing campaign characteristics of marketers' messages through various channels to consumers. Attribution theory is one of the theories that can combine various aspects of cause marketing. Attribution theory focuses on the creation of a positive attitude based on both internal and external factors; thus it can create a better understanding of consumers' responses to a cause marketing campaign based on consumers' internal characteristics' as well as the external factors.

Cause Marketing

Literature indicated that cause marketing as an activity involves providing a nonprofit organization with the company sales where every sale counts and they donate part of each sales profit to them. According to Kotler and Lee (2005) cause marketing in a comparable way and express the donation as a certain percentage of sales revenue. Cause marketing can be mentioned to be a cause marketing and fundraising initiative, or marketing strategy that has become very attractive in recent years. Cause marketing is a type of marketing communication, in which businesses seek to work with consumers with a favorable attitude toward a social cause and to enhance their corporate image. It is considered as one of the methods used by businesses to inform, remind, and persuade consumers directly or indirectly about their services or products or even about their corporate policies and mission.

Advocacy Marketing: Several definitions of advocacy abound depending on the perspective or context of the discourse. The Advanced English dictionary defines advocacy as “active support of an idea or cause especially through pleading and/or arguing for something”. Advocacy implies speaking up and drawing the attention of various publics to an important issue affecting them while directing decision makers forwards a solution (Endeavour Foundation, 2010). Advocacy in marketing however entails the organization to become an active and faithful representative of stakeholders and customers interest in an open and honest manner (Urban, 2005).

Philanthropic Sponsorship: Derived from the Greek “philanthropos” and Latin “philanthropia”, the term “philanthropy” literally translates as “love of humanity”, or “useful to mankind”. First coined by the fifth century BC playwright Aeschylus in Prometheus Bound, the modern concept of philanthropy took shape in the eighteenth and nineteenth centuries, and became a very fashionable activity among British and American traders and entrepreneurs. However, Wells (1998) claims that the first American philanthropists were actually Native Americans, as demonstrated by the value placed on concern for the common good within their cultures. Ricks and Peters (2013) state that individuals, rather than firms, originally engaged in

philanthropic activities. However, this situation changed following a 1954 Supreme Court ruling (*Smith Manufacturing v Barlow*) which removed the legal restrictions for corporate philanthropy.

Corporate Image

The personality of a brand does not appear immediately but requires a series of identity building programs to be achieved. The tips for building an identity can be obtained through the name, logo, symbol, atmosphere, and events. Nevertheless, it is necessary to distinguish between identity and image. Identity is a way for companies to present themselves to the community, while images are people's perceptions of companies (Kotler & Keller, 2012). Image is a series of beliefs, ideas, and impressions of someone who accentuates an object (Kotler & Keller, 2012). The attitude and actions of the person determine the image of the object. In addition, it also needs to be understood that image will be shaped within a certain period of time, because this is an accumulation of perceptions of an object, what is thought, known, experienced, which enters one's memory based on inputs from various sources over time.

Corporate Reputation: A growing body of literature has led to many alternative definitions of reputation. For Gotsi and Wilson (2001), corporate reputation should be viewed as 'a stakeholder's overall evaluation of a company over time'. Reputation is an important intangible asset for organizations of any kind (Thiessen & Ingenhoff, 2011). Reputation is also defined as (1) the general estimation in which a person is held by the public, (2) the state or situation of being held in high esteem, (3) a specific characteristic or trait recognized to a person or thing: a reputation for courtesy. Marken (2002) defined corporate reputation as assets that include 'quality of products and services, ability to innovate, value as long-term investment, financial stability, ability to attract, develop, retain talent; use of corporate assets, and quality of management.'

Stakeholder Trust: Although the origin of trust is grounded in the perspective of individuals (Pirson et al., 2017) the target of trust may be an organization (Pirson & Malhotra, 2012). Stakeholder trust is important because when a stakeholder engages in an exchange relationship

with a business there is some degree of uncertainty regarding the outcome. A firm may change vendors, discontinue a product or reduce employee benefits. Firms have the ability to distribute valuable resources, information and support to stakeholders and stakeholders can become dependent on these resources. If a firm withholds resources or the quality of the resources degrades (e.g. product recalls), a stakeholder may suffer. Thus, when stakeholders make themselves vulnerable and assume the risk of an exchange, a question they may ask is “will the firm act in a way that considers and accommodates my interests?”

Empirical Review

Stanley and Josh-Palmer (2024) examined the Effect of cause-related marketing campaign on brand image of non-alcoholic beverage companies in Nigeria. The study explored the effect of cause-related marketing campaigns on the brand image of non-alcoholic beverage companies in Nigeria. The research design that was adopted for this study is the cross-sectional survey research design. The population of the study consists of customers of non-alcoholic beverage companies in Delta State Nigeria. The Cochran formula was used to determine the sample size of 384. The research employed the snowball sampling technique. The data for this study were basically obtained from the primary source using a structured questionnaire. The assessment of internal consistency for each construct was conducted to establish reliability of the research instrument. Data collected were analyzed using descriptive and inferential statistics. Findings showed that brand-cause fit, point-of-sale donations, and brand storytelling has significant positive effect on brand image. The study concluded that cause-related marketing campaign has significant positive effect on brand image. The study recommended amongst others that non-alcoholic beverage companies should meticulously select causes that align closely with their brand values and resonate authentically with their target audience.

Elham and Monireh, (2018) examined the role of cause-related marketing on brand image perception in the garment industry. The aim of this study is to examine the relationship between Cause-related marketing and brand image perception among customers of well-known brands in garment industry. Conceptual model has been tested through distributing 260 questioners

among consumers in fivefold of Mashhad. Data analysis has been done in two levels: descriptive analysis and inferential analysis. The result of data analysis confirmed all assumptions and show that Cause- related marketing has a direct and positive effect on brand image. Firm motivations in Cause- related marketing, which is under the suspicious of consumers, is effective on the consumer's mental image of the brand. In addition, consumers make judgment about the product quality based on mental utility of the quality. Therefore, a charitable name of a brand that cooperate in represents something extra to the consumer that increases the utility and higher philanthropic sponsorship for consumers.

Víctor and Javier (2019) Investigated the cause related marketing and its effects on employees. This research discusses internal customers' (employees) feelings towards cause-related marketing activities sponsored by their employer at an important accounting firm located in Puerto Rico. Out of a total of 100 questionnaires sent, 39 (39 % response rate) were received through emails. As Table 1 shows, 62% of respondents were males, while 38% of respondents' females. The results show that internal customers strongly favor the firms' involvement in cause-related activities and that such activities not only increase the public perception of the firm, but in addition, the way the firm is perceived as an employer, by both the business and non-business communities. The main driving force supporting internal customers responses appear to be an increased awareness of worthy causes throughout our society, as well as employees urge in making significant contributions to their surrounding environment or community of which they are also part of.

Nwachukwu, (2018) examined the effect of cause marketing and marketing performance of a manufacturing company-Aluminum Extrusion Industries PLC Nigeria. Data were generated from the company's internal and annual reports from 2009 to 2015. Using SPSS version 21, stated hypotheses were tested with linear regression analysis. The findings revealed that cause marketing only has a strong positive relationship with one variable of MP-Market Share. The other two variables (Financial Performance and Sales Growth) were all negatively associated with cause marketing. Based on these, the study concludes that the negative effect cause marketing has on the profitability and sales growth of the company is a result of the inconsistent

practice of cause marketing by the company. Therefore, the study recommends among others, that firms should be consistent in the implementation of their cause marketing projects in other to understand its effect on the company's marketing performance.

Methodology

The research adopted a cross-sectional survey design. The population of this study consists of the total Active Voice Subscription (AVS) in Rivers State. According to National Bureau of Statistics (2024), the total AVS in Rivers State is 7,674,338. Based on the large population size of 7,674,338, Taro Yaman formula was used to determine the sample size as 400. Data collection instrument was designed on a five-point Likert scale format which ranged anchors from "Strongly Agree" (5) to "Strongly Disagree (1)". Five-point Likert rating scale has been proven to be suitable for self-administered surveys. the research used inferential statistics such as Pearson's Product Correlation Coefficient and Partial Correlation Coefficient in testing various proposed hypotheses.

Data Analysis and Results

Bivariate Analysis using Pearson Product Moment Correlation Coefficient

Hypothesis One

H₀₁: There is no significant relationship between advocacy marketing and corporate reputation of telecommunication companies in Rivers State.

Correlation Analysis showing the relationship between advocacy marketing and corporate reputation

Correlations			
		Advocacy Marketing	Corporate Reputation
Advocacy Marketing	Pearson Correlation	1	.848
	Sig. (2-tailed)		.000
	N	363	363
Corporate Reputation	Pearson Correlation	.848	1
	Sig. (2-tailed)	.000	
	N	363	363

**. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2026, SPSS 23 Output

Interpretation: The above table revealed a Pearson Product Moment Correlation Coefficient (r) of 0.848 and probability value of 0.000 (**Sig** < **0.05**). This result indicated that there was a positive and strong statistically significant relationship between advocacy marketing and corporate reputation of telecommunication companies in Rivers State. Also, at $r^2 = 0.719$ which indicated that the coefficient of determination of the correlation between advocacy marketing and corporate reputation of telecommunication companies in Rivers State = 71.9% implying that advocacy marketing has a high and strong correlation with corporate reputation of telecommunication companies in Rivers State. Holding that sig value < 0.05 and $r > 0.5$, the null hypothesis was rejected and alternative hypothesis accepted which stated that there was a significant relationship between advocacy marketing and corporate reputation of telecommunication companies in Rivers State.

Hypothesis Two

H₀₂: Advocacy marketing does not significantly relate to stakeholders' trust of telecommunication companies in Rivers State.

Correlation Analysis showing the relationship between Advocacy Marketing and Stakeholders' Trust

Correlations			
		Advocacy Marketing	Stakeholders' Trust
Advocacy marketing	Pearson Correlation	1	.896
	Sig. (2-tailed)		.000
	N	363	363
Stakeholders' Trust	Pearson Correlation	.896	1
	Sig. (2-tailed)	.000	
	N	363	363

**. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2026, SPSS 23 Output

Interpretation: The above table revealed a Pearson Product Correlation Coefficient (r) of 0.896 and probability value of 0.000 (**Sig** < **0.05**). This result indicated that there was a positive statistically significant relationship between advocacy marketing and stakeholders' trust of

telecommunication companies in Rivers State. Also, at $r^2 = 0.803$ which indicates that the coefficient of determination of the correlation between advocacy marketing and stakeholders' trust of telecommunication companies in Rivers State = 80.3% implying that advocacy marketing has a high and strong correlation with stakeholders' trust. Holding that sig value < 0.05 and $r > 0.5$, the null hypothesis was rejected and alternative hypothesis accepted which stated that there was a statistically significant relationship between advocacy marketing and stakeholders' trust of telecommunication companies in Rivers State.

Hypothesis Three

H₀₃: There is no significant relationship between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State.

Correlation Analysis showing the relationship between philanthropic sponsorship and corporate reputation

Correlations			
		Philanthropic Sponsorship	Corporate Reputation
Philanthropic Sponsorship	Pearson Correlation	1	.823
	Sig. (2-tailed)		.000
	N	363	363
Corporate Reputation	Pearson Correlation	.823	1
	Sig. (2-tailed)	.000	
	N	363	363
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey Data, 2026, SPSS 23 Output

Interpretation: The above table reveals a Pearson Product Moment Correlation Coefficient (r) of 0.823 and probability value of 0.000 (**Sig < 0.05**). This result indicated that there was a positive statistically significant relationship between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State. Also, at $r^2 = 0.677$ which indicated that the coefficient of determination of the correlation between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State = 67.7% implying that philanthropic sponsorship has an impact on corporate reputation of telecommunication

companies in Rivers State. Holding that sig value < 0.05 and $r > 0.5$, the null hypothesis was rejected and alternative hypothesis accepted which stated that there was a statistically significant relationship between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State.

Hypothesis Four

H₀₄: There is no significant relationship between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State.

Correlation Analysis showing the relationship between philanthropic sponsorship and stakeholders' trust

Correlations			
		Philanthropic Sponsorship	Stakeholders' Trust
Philanthropic Sponsorship	Pearson Correlation	1	.913
	Sig. (2-tailed)		.000
	N	363	363
Stakeholders' Trust	Pearson Correlation	.913	1
	Sig. (2-tailed)	.000	
	N	363	363

**. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2026, SPSS 23 Output

Interpretation: The above table revealed a Pearson Product Moment Correlation Coefficient (r) of 0.913 and probability value of 0.000 (**Sig < 0.05**). This result indicated that there was a positive statistically significant relationship between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State. Also, at $r^2 = 0.834$ which indicated that the coefficient of determination of the statistically significant relationship between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State = 83.4% implying that philanthropic sponsorship has a positive impact stakeholders' trust of telecommunication companies in Rivers State. Holding that sig value < 0.05 and $r > 0.5$, the null hypothesis was rejected and alternative hypothesis accepted which

stated that there was a statistically significant relationship between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State.

Discussions of Findings

Relationship between Advocacy Marketing and Corporate Image

Research question one was designed to examine the significant relationship between advocacy marketing and corporate image of telecommunication companies in Rivers State. Advocacy marketing was hypothetically tested against corporate reputation using Pearson Product Moment Correlation Coefficient tool. The model one analysis was aimed to examine the significant relationship between advocacy marketing and corporate reputation of telecommunication companies in Rivers State for which result showed that a significant relationship exists between studied variables ($R = 0.848$). Our analysis revealed the existence of a strong and positive significant relationship between advocacy marketing and corporate reputation of telecommunication companies in Rivers State. Considering the probability value which is less than the stated level of significance ($Pv < 0.05$) we therefore, rejected hypothesis one earlier stated in chapter one.

The second hypothetical statement (H_{02}) was designed to examine the relationship degree between advocacy marketing and stakeholders' trust of telecommunication companies in Rivers State. The result revealed the existence of a positive significant relationship between advocacy marketing and stakeholders' trust of telecommunication companies in Rivers State ($R = 0.896$). Considering the probability value which is less than the stated level of significance ($Pv < 0.05$) we therefore, rejected hypothesis two earlier stated in chapter one. In summary, these results revealed that advocacy marketing had a positive and strong influence on corporate image of telecommunication companies in Rivers State. Considering the probability value which is less than the stated level of significance ($Pv < 0.05$) we therefore, rejected hypotheses one and two earlier stated in chapter one.

In comparing these findings from extant studies; most social marketing studies have dealt on other measures such as trust worthiness, expertise, competence but our study brings in the

power of advocacy marketing in improving SME performance. Inoue and Kent (2012) introduced environmental credibility as a key part of corporate credibility as it ensures consumers behave in a prescribed manner if they view the organization as encouraging environmental initiatives. Endeavour Foundation (2010) recommended different firms of advocacy marketing but cited system advocacy marketing as one which encourages changes in law, policies and community attitudes in order to achieve specified goals within the system.

Relationship between Philanthropic Sponsorship and Corporate Image

Research question two was designed to examine the significant relationship between philanthropic sponsorship and corporate image of telecommunication companies in Rivers State. Philanthropic sponsorship was hypothetically tested against corporate reputation using Pearson Product Moment Correlation Coefficient tool. The hypothesis three was aimed to examine the significant relationship between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State for which result showed that a significant relationship exists between studied variables ($R = 0.823$). Our analysis revealed the existence of a strong and positive significant relationship between philanthropic sponsorship and corporate reputation of telecommunication companies in Rivers State. Considering the probability value which is less than the stated level of significance ($P_v < 0.05$) we therefore, rejected hypothesis three earlier stated in chapter one.

The four hypothetical statement (H_{04}) was designed to examine the relationship degree between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State. The result revealed the existence of a positive significant relationship between philanthropic sponsorship and stakeholders' trust of telecommunication companies in Rivers State ($R = 0.913$). Our analysis showed the existence of a strong and positive significant relationship between the two variables. Considering the probability value which is less than the stated level of significance ($P_v < 0.05$) we therefore, rejected hypothesis four earlier stated in chapter one.

Our findings correspond with work of extant studies. Many studies have been carried out in the area of corporate philanthropy and corporate image. Varadarajan and Menon (1988) reported that cause-related marketing can be helpful in promoting company sales. Indeed, cause-related marketing is a marketing tool that affects consumer purchase in three steps including perception, attitude, and behaviour (purchase) (Qamar & Lodhi, 2013).

Conclusion

The findings on the dimensions of cause marketing (advocacy marketing and philanthropic sponsorship) contribute significantly positive towards achieving corporate image (corporate reputation and stakeholders' trust) of telecommunication companies in Rivers State.

- i. The results on the relationship between advocacy marketing and corporate image (corporate reputation and stakeholders' trust) indicated "strong and positive impact".
- ii. Premised on the third and second research questions, the study concludes that a "strong and positive impact relationship" exists between philanthropic sponsorship and corporate image (corporate reputation and stakeholders' trust) of telecommunication companies in Rivers State.

Recommendations

In line with the findings and conclusions of the study, the following recommendations were advanced:

- i. Management of telecommunication companies should engage in programmes and events that educate, evaluate and collaborate with various stakeholders (publics) to promote societal welfare, which in-turn enhance their reputation in the eyes of the public.
- ii. Management of telecommunication companies should create a platform for generating and engaging effective communication and useful feedback between and organization and its key stakeholders; as this initiative has the potential of building and sustaining public trust and confidence.

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