

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY FULFILLMENT AND MARKETING CAPABILITY ON FIRM PERFORMANCE: THE MODERATING ROLE OF STAKEHOLDER ENGAGEMENT.

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Abstract

The study was to examine the effect of CSR fulfillment and marketing capability on firm performance as well as determine how the relationship between CSR fulfillment, marketing capability and firm performance is influenced by stakeholder engagement. The factors considered for marketing capabilities were marketing communication capabilities, distribution capabilities, product capability, pricing capability, marketing planning skills capabilities and marketing implementation capabilities. An estimated sample of five hundred (500) respondents was drawn using a purposive sampling method. A mixed methods approach was adopted. The reliability and validity of the constructs were ensured to be in their minimum threshold. The results showed that CSR and distribution capabilities were positively related to firm performance while pricing capability was negatively related to firm performance. Stakeholder engagement only moderated the relationship between CSR fulfillment, distribution capabilities, product capability, marketing planning skills capabilities and firm performance. From the case study it was found that CSR fulfillment enhances the survival and sustainability of firms. Marketing capability contributed to the performance of firms in various ways depending on the appropriateness of the marketing capability applied. A key implication of this study was that if companies participate in CSR activities such as protecting and improving the quality of the natural environment and supporting nongovernmental organizations working on problematic areas through campaigns and projects that promote the well-being of the society, it is likely to improve firm's performance. The study recommends that firms should identify corporate social responsibilities and work toward its fulfillment. Therefore, focusing on remedying the effects of the business activities on the local communities, analyzing the inter-dependent relationships that exist between businesses, the economic systems and the communities within which the firm operates will go a long way to impact positively on the growth of the company.

Keywords: CSR, marketing capabilities, marketing communication capabilities, distribution capabilities, product capability, pricing capability, marketing planning skills capabilities and marketing implementation capabilities, stakeholder engagement, firm performance.