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The Role of Corporate Social Responsibility Interventions in Quality of Life Variations in Selected Rural Communities, Bayelsa State, Nigeria

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ABSTRACT: An analysis of the role of corporate social responsibility intervention in the variation of quality of life in selected rural settlements in Bayelsa State was undertaken. The study covered fifteen communities; ten oil and gas bearing communities within the Nun River Oilfield that benefit from corporate social responsibility interventions and five adjoining nonoil and gas bearing communities that do not benefit as such. The study mainly utilised primary source of data which was collected through survey method. A well-structured questionnaire was designed and administered on 398 respondents in all sampled communities selected through the simple random sampling technique. Data were both descriptively and statistically analysed. The results of the descriptive analyses showed variations. Likewise, results of an ANOVA test showed that F-ratio calculated 1527.552 was greater than tabulated value of 3.84, and P-value 0.000 was less than significant 0.05 indicating that corporate social responsibility interventions caused significant quality of life variation in Nun River Oilfield Communities and Neighbouring Communities. The study also revealed inadequate provision or non-availability of basic amenities in the sampled communities, even in greater percentages in Neighbouring Communities, which holds far-reaching consequences for quality of life. Consequently, it is recommended that Government at all levels should undertake rural infrastructure development to improve quality of life of individuals and communities. The provision of basic amenities in these rural settlements shall also stem the spite of rural—urban migration being experienced.

KEYWORDS: Corporate social responsibility, quality of life, variation, rural settlements

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INTRODUCTION

Corporate social responsibility (CSR) has no single universally accepted definition, as it has been defined in different ways by different authorities. For example, Barry (1999) asserted that CSR essentially means companies acting for the benefit of others, while also improving their own businesses. Another definition of CSR was advanced by the World Business Council for Sustainable Development, which defines it as "the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the communities" (Holme& Watts, 2000). CSR has also been defined as a management approach in which the company takes all stakeholders' interests into account during the course of business (White, 2006).

Companies are increasingly giving attention to their core values and to the development of CSR (Barry, 1999). Hence, Poster and Kramar (2002) asserted that engaging in CSR can be the most cost-effective way, and even the only way to improve a firm's competitiveness and deliver both social and economic reimbursement to host communities. Similarly, Nyuur, Ofori and Debrah (2012) averred that the shared barter of benefits of CSR activities between companies and their host communities is far-reaching. The adoption of CSR can lead to higher growth, reduction in income inequality and poverty; hence, governments and companies are embracing the concept of CSR (Jenkins, 2005). In the words of Carroll and Shabana (2010), companies without CSR programmes may find that they are behind the curve and suffer from decreased competitive advantage. Likewise, Nyuur, Ofori and Debrah (2012) noted that companies that fail to integrate CSR initiatives into their operations leave themselves over to negative stakeholders' perceptions and consequences. One of the key findings of their work is that the oil and gas companies greatly understand and appreciate the concept of CSR in their operations.

Okafor (1998) also noted that CSR interventions are usually implemented in host communities within a company's operational area. Hence, it has become a critical channel in the provision of basic amenities in host communities, which has the potentials of impacting positively on quality of life(QoL). For example, a study on the relationship between basic amenities and QoL concluded that improved standards of QoL of individuals and communities can only be assured by the availability of basic facilities, without which, such communities may be abandoned with far reaching consequences on QoL (Casini, Contini & Scozzafava, 2011). Similar views were held by Ali, Malkami and Betawi (2008) that lack of basic amenities negatively affect QoL; while Meyers (2016) succinctly noted that the provision of basic amenities significantly guarantees improved QoL. The positive impact of basic amenities on QoL, probably prompted the suggestion by Bayode, Adewumi and Odunwole(2011) that CSR intervention programmes should be intensified and aimed at the provision of basic amenities for host communities.

According to Bella (2013) the concept of QoL is one of the most studied issues in contemporary time, and it has been widely noted as a multifaceted and multidimensional concept, which is difficult to define. Nevertheless, McCrea, Shyy and Stimson (2006) defined QoLas a

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multifaceted term, which involves the idea of a good life, a valued life, a satisfying life and a happy life. The authors also stated that QoL is variously used; to refer to prosperous societies, to the conditions of the environment in which, people live, to people's attributes, even to people feeling happy and being satisfied with life. Since the conditions of the natural and living environment, the needs of the individuals in a society, as well as the importance of these needs are constantly changing over time, QoL assessment remains central (McCrea, Shyy & Stimson, 2006).

In the same vein, Das (2008) opinedthat the concept of QoL is multifaceted and has been described in both subjective and objective terms. The author noted that subjective aspect refers to the sense of well-being and the perception of life satisfaction by individuals, and further stated that regard to quality of a place. Studies based on this aspect use subjective indicators of how people perceive and evaluate the conditions around them. According to Bella (2013) such conditions can be assessed in an objective way, independently of the individuals' opinion, by using objective indicators that describe the environment in which individuals live. Haas (1999) opined that QoL is defined by the all-round assessment of current life circumstances of people and places. Duval (2000) aligned with the people-oriented approach, and also stated that certain conditions such as unbiased allocation of income, diminution of poverty, provision of basic needs like food, education, health care, water and sanitation, housing, electricity etc are needed for socio-economic development. The author further noted that these conditions are central for improved QoL. Similarly, Davis (2010) stated that people should be at the core of all development, and that the provision of basic amenities should form the spotlight of intervention programmes.

Many studies have reported the spatial aspect of QoL stressing the importance of the provision of basic amenities. For example, Mabuza, Poggenpoel and Myburg (2010) noted that the availability of resources andbasic amenities has positive relationship with QoL. Likewise, Meyer (2016) noted that the provision of basic amenities such as decent housing, sufficient food and access to other essential goods and services would allow for increased participation in recreational/leisure time activities critical to improved QoL of individuals. Babatunde (2010) recommended an improvement in the provision of infrastructure, equitable distribution of resources and better environmental management to enhance QoL particularly in oil and gas bearing communities.

There has recently been a lot of research about the relationship between CSR and profitability on one hand, and improvement of QoL of host communities on the other hand. As earlier mentioned Okafor (1998) noted that CSR is a veritable programme when it comes to provision of basic amenities in host communities. CSR can have positive effect on financial performance, competitive advantage, employee satisfaction, and overall reputation as well as on improvement of QoL of individuals and communities (Carroll & Shabana, 2010). The authors also stated that major players in the industry noted that CSR is environmentally responsible, the industry benefits socially and financially from it, and that the industry realise that, if it neglect CSR, it will suffer grave social and economic consequences. According to the authors the major players in the industry have evidently engaged in CSR, currently providing health,

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educational services, scholarship, potable water and other basic services to the host communities which have contributed significantly towards the improvement of QoL, especially in host communities. This paper seeked to fulfil the singular objective of ascertaining the role of CSR intervention on QoL variation in selected Nun River Oilfield Communities and Neighbouring Communities, and a hypothesis which states that CSR interventions of oil and gas companies do not significantly affect spatial variation in QoL.

The Study Area

The study area has a total of fifteen (15) communities, which comprised of ten Nun River Oilfield Communities namely; Oporoma, Onyoma, Angiama, Luduon, Aguobiri, Bolou-Aguobiri, Agiama-gbene, Igeibiri, Obololi and Osokama and five Neighbouring Communities namely; Otuan, Oweikoroghe, Anyama, Ondewari andOzezebiri in Southern Ijaw Local Government Area of Bayelsa State. Southern Ijaw Local Government Area has a total area of 2,68² kilometres with a population of 319,413 (National Population Commission, 2006). The studied communities are shown in the map of Southern Ijaw Local Government Area (see Figure

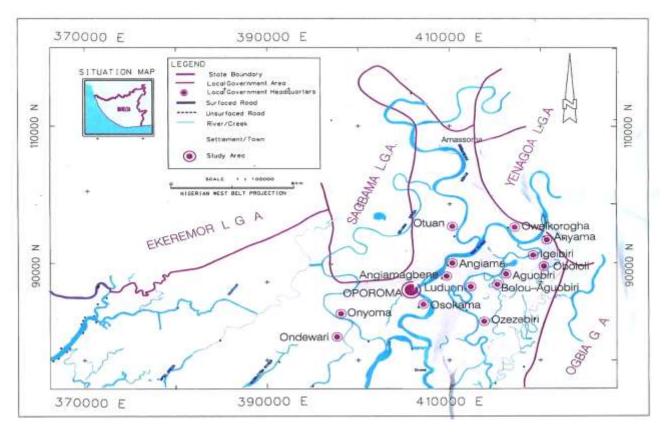


Figure 1. Southern Ijaw Local Government Area Showing the Studied Communities Source: Office of the Surveyor-General, Yenagoa, Bayelsa State.

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The studied communities had a total population of 54,982 people as at 2019. The geographical coordinate of the central point of the study area which is Oporoma is in latitude 4^048^1 17¹¹ North and longitude $6^004^144^{11}$ East. The Geology is made up from top to bottom with Benin, Agbade and Akata formations (Shell Petroleum Development Company of Nigeria Limited, 1998). The area lies in the wet equatorial climate region of the Niger Delta. It is typically a humid tropical climate characterised by high rainfall and high temperature (Gobo, 1998). The area experiences both dry and wet seasons. The temperature of the area ranges between 23 and 32°C with little monthly variations. The vegetation cover of the study area and that of the Bayelsa State is typical of the fresh water areas characterised by grasses and trees. The surface soil of the area shows moderate suitability for crop production.

The area is rich in natural resources which include oil and gas, with oil wells in most communities and pipelines crisis-crossing the area. the major economic activity of the area is agriculture including fishing, farming, forestry, lumbering, hunting, gathering of wild forest products and tapping of palm wine and brewing of local gin are the primary economic activities in the area (Allison-Oguru, Zuofa&Berepubo, 1999).

MATERIALS AND METHODS

The study adopted the descriptive and explanatory research designs. The research utilized mainly primary data, which entailed the use of a well-structured and validated questionnaire and direct physical observation of infrastructural amenities provided through CSR interventions. The research included all ten (10) oil bearing communities covered by SPDC operations and five (5) neighbouring non-oil bearing communities, totalling fifteen communities in Southern Ijaw Local Government Area (SILGA) of Bayelsa State.

The total projected population of Nun River Oilfield Communities and Neighbouring Communities' was 103, 608. The sample size for the study was 398, which was determined adequate for the study using the Taro Yamane formula for determining sample size from a given population. The multi-stage sampling technique was adopted for the study. Firstly, the respective sampled communities constituted 15 clusters, from which the 398 samples were drawn. Secondly, the proportionate sampling technique was adopted to determine the number of samples to be drawn from each community based on its population size. Thirdly, having determined the respective sample size for each community, the systematic sampling technique at every four housing interval was used to identified the respondents for the study.

A set of 398 structured questionnaires was administered to the sampled 398 respondents, male or female household head that was available as at the time of visit. The questionnaire was administered directly by hand to the respondent to fill and return. This measure was adopted to improve the number of retrieved questionnaire. The obtained data from the administered questionnaire were analysed using descriptive statistics (percentages, means and graphical illustrations) and analysis of variance (ANOVA), which was adopted to test the hypothesis, which states that CSR interventions of oil and gas companies significantly affect the spatial

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variation in QoL in the studied communities. The statistical package for the social sciences (SPSS) was used to conduct the ANOVA test.

RESULTS AND DISCUSSION

This section focuses on presentation of results and discussion of findings which enlightens the audience on how the result is presented to achieve the objective of the study. As earlier stated a total of 398 questionnaires were administered, out of which 340 representing 68% was retrieved and analysed.

CSR Intervention in Nun River Oilfield and Neighbouring Communities

A comparison of the impact of CSR interventions in the Nun River Oilfield and Neighbouring Communities was undertaken, and the distributions shown in Fig 2.



Fig 2: CSR interventions in Nun River Oilfield and Neighbouring Communities.

Source: Field Survey, 2010

Results showed that in the Nun River Oilfield Communities 147(67%) of the respondents said that CSR interventions projects were undertaken by the SPDC, and 73(33%) said such projects were not undertaken. In the Neighbouring Communities the results showed that only negligible 6(5%) of respondents said that CSR interventions were undertaken and 114(95%) of respondents said CSR interventions were not undertaken in their community.

Table 1 Impact of CSR in Nun River and Neighbouring Communities.

S/N	CSR intervention			U	boring	All	
		commun	ities	comm	unities	comn	nunities
1	Intervention	\mathbf{F}	%	\mathbf{F}	%	${f F}$	%
	Beneficial						
A	Yes	147	67	6	5	153	45
В	No	73	33	114	95	187	55
	Total	220	100	120	100	340	100
2	CRS Impact						
A	Disagree	50	23	43	36	93	28
В	Agree	120	55	7	6	127	37
C	Strongly Agree	7	3	-	-	7	2
D	Strongly Disagree	43	19	70	58	113	33
	Total	220	100	120	100	340	100

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Impact of CSR Interventions

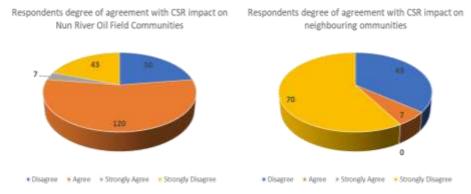


Fig 3: Respondents degree of agreement with CSR impact on Nun River Oilfield and Neighbouring Communities.

In the Nun River Oilfield Communities the results showed that 50(23%) of the respondents Disagree to the assertion that CSR interventions have had positive impact on QoL in their community, 120(55%) agree, and 7(3%) of respondents strongly agreed to the assertion that CSR intervention have had positive impact on the QoL in their community and 43(19%) strongly disagreed. In the Neighbouring Communities the results showed that 43(36%) disagree to the assertion that CSR intervention have had positive impact on the QoL in their community, 7(6%) Agreed and 70(58%) strongly disagreed. No respondent strongly agreed to the assertion that CRS interventions have had positive impact on the quality of life in their community.

OoL Rating in Nun River and Neighbouring Communities

A comparison of QoL rating between the Nun River Oilfield and Neighbouring Communities was determined, the rating ranged from poor, good and very good, and the distributions are illustrated in Fig 4.

Table 2 OoL Rating in Sample communities

SN	Comm.	F	%	SN	Comm.	F	%	SN	Comm.	F	%
1.	Oporo			6.	Bolou-			11.	Otuan		
	ma				Aguobir						
					i						
A	Poor	20	30	A	Poor	5	50	A	Poor	30	48
В	Good	25	37	В	Good	2	20	В	Good	7	11
C	Very	7	11	C	Very	1	10	C	Very	3	5
	Good				Good				Good		
D	Very	15	22	D	Very	2	20	D	Very	23	36
	Poor				Poor				Poor		
	Total	67	100		Total	1	100		Total	63	100
						0					

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2.	Onyom			7.	Angiam			12.	Oweiko		
	a				agbene				roghe		
Α	Poor	5	26	Α	Poor	3	50	A	Poor	3	25
В	Good	8	42	В	Good	2	33	В	Good	2	16
\mathbf{C}	Very	2	11	C	Very	-	-	C	Very	2	17
	Good				Good				Good		
D	Very	4	21	D	Very	1	17	D	Very	45	42
	Poor				Poor				Poor		
	Total	19	100		Total	6	100		Total	12	100
3.	Angiam			8.	Igeibiri			13.	Anyam		
	a								a		
Α	Poor	15	34	A	Poor	1	42	A	Poor	6	40
						0					
В	Good	21	48	В	Good	8	33	В	Good	5	34
\mathbf{C}	Very	2	5	C	Very	-		C	Very	2	13
	Good				Good				Good		
D	Very	6	13	D	Very	6	25	D	Very	2	13
	Poor				Poor				Poor		
	Total	44	100		Total	2	100		Total	15	100
						4					
4.	Luduon			9.	Obololi			14.	Ondew		
									ari		
A	Poor	2	50	Α	Poor	5	50	A	Poor	10	42
В	Good	1	25	В	Good	4	40	В	Good	7	29
C	Very	-		C	Very	-	-	C	Very	2	8
	Good				Good				Good		
D	Very	1	25	D	Very	1	10	D	Very	5	21
	Poor				Poor				Poor		
	Total	4	100		Total	1	100		Total	24	100
						0					

Table 3(Continue)

SN	Comm.	F	%	SN	Comm.	F	%	SN	Comm.	F	%
5.	Aguobir			10.	Osokam			15.	Ozezebi		
	i				a				ri		
A	Poor	10	33	A	Poor	3	50	A	Poor	2	40
В	Good	13	44	В	Good	2	33	В	Good	1	20
C	Very	1	3	C	Very	-	-	C	Very		
	Good				Good				Good		
D	Very	6	20	D	Very	1	17	D	Very	2	40
	Poor				Poor				Poor		
	Total	30	100		Total	6	100		Total	5	100

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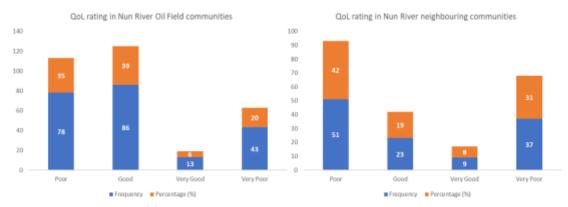


Fig. 4. QoL rating in Nun River Oilfield and Neighbouring Communities.

Source: Field Survey, 2020

Results in fig 4. showed that in Nun River Oilfield Communities 78(35%) of the respondents rated QoL as poor, 86(39%) rated QoL as good, 13(6%) rated QoL as very good and 43(20%) as very poor. In the Neighbouring Communities the results showed that 51(42%) rated QoL as poor, 23(19%) rated QoL as good 9(8%) of respondents said QoL was very good and 37(31%) as very poor.

The hypothesis which states that CRS interventions of oil and gas companies significantly affect spatial variations in QoL was tested using Analyses of Variance (ANOVA), and the statistical results shown in Table 1:

Table 3: ANOVA analysis of the effect of CSR interventions on the spatial variation in Ool

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	107.244	1	107.244	1527.552	$.000^{b}$
	Residual	23.730	338	.070		
	Total	130.974	339			

The result of the ANOVA test revealed that the value of the F-ratio calculated 1527.552 is greater than the tabulated value 3.84 at 5% level of significant and also, the p-value 0.000 is less than the significant level 0.05. Therefore, the null hypothesis was rejected and the alternative which states that CRS interventions of oil and gas companies significantly affect spatial variations in QoL is accepted.

In summary, results showed that 85% of respondents in the Nun River Oilfield Communities indicated that CSR intervention project were undertaken by SPDC in their communities as against over 77% of respondents in Neighbouring Communities who indicated that CSR intervention projects are not undertaken in their communities. Research findings showed that CSR interventions were undertaken mainly in the Oilfield Communities. Likewise, analyses of

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benefits of CSR intervention in the Nun River Oilfield and Neighbouring Communities revealed that over 67% of respondents in Oilfield Communities said CSR interventions were beneficial and only a negligible 5% of respondents in Neighbouring Communities who said CSR interventions were beneficial to their communities; 58% of respondents in the Nun River Oilfield Communities agreed to the assertion that CSR intervention projects have had position impact on their QoL experience as against only a negligible 6% in the Neighbouring Communities who agreed to the assertion.

Secondly, results of the ANOVA analyses revealed that CSR interventions significantly affected spatial variation in QoL between the Nun River Oilfield and Neighbouring Communities. The finding of this study confirm Babatunde (2020) conclusion that QoL of one rural community vary from the QoL of another due to economy and population dynamics and availability of social amenities and that of Akinyemi, Owoaye, Popoola and Ilesanmi(2012) also concluded that QoL in natural resources rich communities are likely to present a significantly different and better QoL compared to adjoining sterile communities.

With the information on both tables (1 & 2) you can then have a robust discussion of the findings and dependable data to test the hypothesis.

If these data are not available already from you dissertation, kindly use this period of your revisit to obtain them. If you have any question or further clarification, please call me so that we can put our heads together to move forward. Thank you.

Recommendations

Given the observed a general lack of basic amenities in the study area, most especially in the Neighbouring Communities.

- 1. Therefore, we recommend that government at all levels should design and undertake rural infrastructure development such as road networks, pipe-bone water, electricity, health, educational facilities other public amenities to enhance QoL in the rural communities.
- 2. Secondly, government at all levels; Federal, State and Local Government should revive the agricultural sector by providing technical assistance through extension services and ensure the provision of storage techniques/facilities and market. This will alsogenerate employment and hence boast the people's income level, thereby reducing the level of poverty in the area and inherent rural urban migration.

CONCLUSION

The study primarily examined the role CSR interventions in QoL variation in Nun River Oilfield Communities and Neighbouring Communities in Bayelsa State. The results from both descriptive and statistical analyses showed significant variation of QoL between the Nun River Oilfield and Neighbouring Communities. Secondly, and CSR interventions were largely responsible for thesignificant variation in QoL.Key recommendations have been suggested which we believe shall help government, development agencies and partners in the formulation and implementation of rural infrastructure development policies and schemes.

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Appendix 1

Table 4.: Corporate Social Responsibility Interventions

S/N	CSR intervention	Nun-river oil field 1 communities c		Neighbo commu		All commu	nities
1	SPDC Intervention	F	%	F	%	F	%
A	Yes	187	85	4	3	191	56
В	No	33	15	116	77	149	44
	Total	220	100	120	100	340	100

Table 4. (Continue)

S/N	CSR intervention	Nun-river o	il field	Neighbo	Neighboring		
		communitie	S	communities		communitie	
2	Electricity	F	%	F	%	F	%
Α	Available	128	58	-	-	128	38
В	Not Available	92	42	120	100	212	62
	Total	220	100	120	100	340	00
3	Portable Water						
Α	Available	84	38	-	-	84	25
В	Not Available	136	62	120	100	256	75
	Total	220	100	120	100	340	100
4	School Buildings			•			·
A	Available	119	54	11	9	130	38

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В	Not Available	101	46	109	91	210	62
	Total	220	100	120	100	340	100
5	Concrete Walkway						
Α	Available	140	63	9	7	149	44
В	Not Available	80	37	111	93	191	56
	Total	220	100	120	100	340	100
6	Health Facility						
A	Available	54	25	7	6	61	100
В	Not Available	166	75	113	94	279	100
	Total	220	100	120	100	340	100
7	Markets Stall						
	Available	53	24	-	-	53	16
	Not Available	167	76	120	100	287	84
	Total	220	100	120	100	340	100
8	Drainage						
A	Available	57	26	3	2	60	18
В	Not Available	163	74	117	98	280	82
	Total	220	100	120	100	340	100

Table 4 (Continue)

S/N	CSR intervention		Nun-river oil field communities		Neighboring communities		All communities	
9	Skill				%	F	%	
	Acquisition/Progra	F	%	F				
	mmes							
A	Available	44	20	5	4	49	14	
В	Not Available	176	80	115	96	291	86	
	Total	220	100	120	100	340	100	
10	Scholarship							
A	Available	112	51	7	6	119	35	
В	Not Available	108	49	113	94	221	65	
	Total	220	100	120	100	340	100	
11	Employments	•						
A	Available	42	19	_	-	42	12	
В	Not Available	178	81	120	100	298	88	
	Total	220	100	120	100	340	100	
12	Contracts Patronag	ge	•				•	
A	Available	93	42	3	2	96	28	
В	Not Available	127	58	117	98	244	72	
	Total	220	100	120	100	340	100	
13	Recreational Facilit	ty	•	•	•		•	
A	Available	7	3	-	-	7	2	
В	Not Available	213	97	120	100	333	98	
	Total	220	100	120	100	340	100	

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14	Shore Protection						
Α	Available	12	5	-	-	7	2
В	Not Available	208	95	120	100	333	98
	Total	220	100	120	100	340	100
15	Sand/Back Filling						
Α	Available	51	23			51	15
	7 I valiable	31	23	_	-	31	13
В	Not Available	169	77	120	100	289	85

Table 4: (Continue)

S/N	CSR intervention	Nun-river oil field Neighboring		All			
		communitie	es	communities		communitie	
16	Concrete Bridge	F	%	F	%	F	%
A	Available	23	10	-	-	23	7
В	Not Available	197	90	120	100	317	93
	Total	220	100	120	100	340	100
17	Culverts	•					
A	Available	29	13	-	-	29	9
В	Not Available	191	87	120	100	311	91
	Total	220	100	120	100	340	100
18	Cottage Hospital	•					
A	Available	6	2	-	-	6	2
В	Not Available	214	.98	120	100	334	98
	Total	220	66.5	120	100	340	100